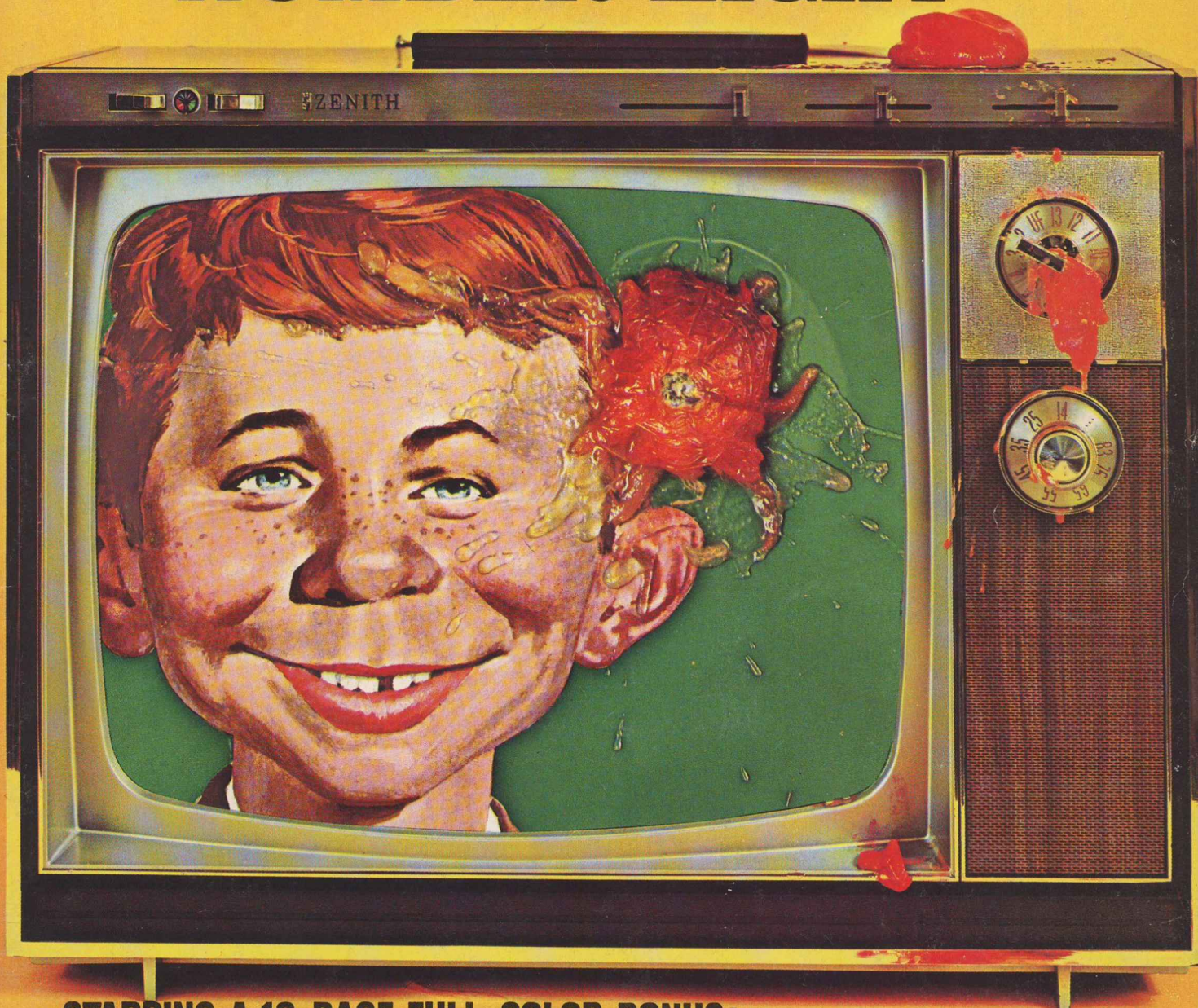


# MAD

## SPECIAL NUMBER EIGHT

OUR PRICE  
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CHEAP

34080



STARRING A 16-PAGE FULL-COLOR BONUS:  
**"THE TV GUISE  
FALL PREVIEW"**







# MAD

## SPECIAL

### NUMBER EIGHT

*"When it comes to hindsight, everybody's got 20-20 vision!"*  
—Alfred E. Neuman

**WILLIAM M. GAINES** *publisher*      **ALBERT B. FELDSTEIN** *editor*

**JOHN PUTNAM** *art director*      **LEONARD BRENNER** *production*  
**JERRY De FUCCIO, NICK MEGLIN** *associate editors*

*contributing artists and writers*  
**THE USUAL GANG OF IDIOTS**



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(In Order Of Their Appearance)

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\*\*Various Places Around The Magazine

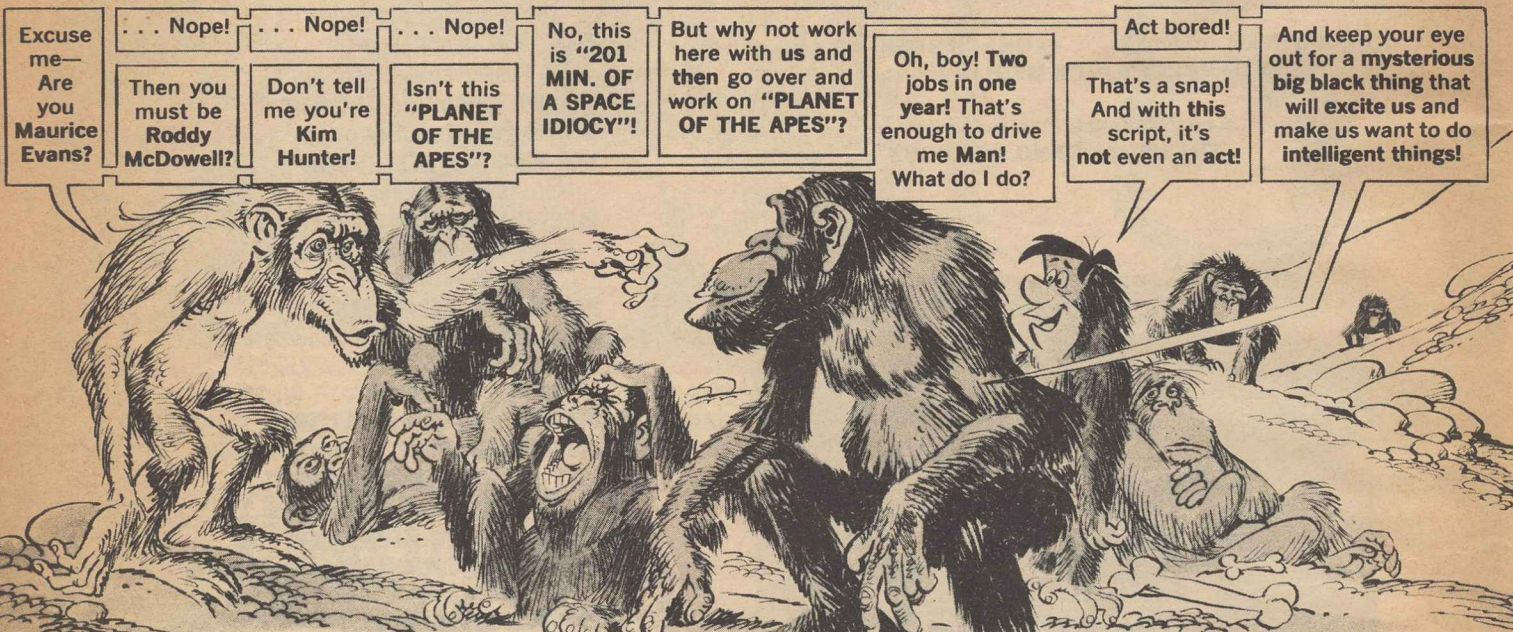


If you've seen it, you'll know exactly what we're talking about! And if you haven't seen it, rest assured that we've just saved you from

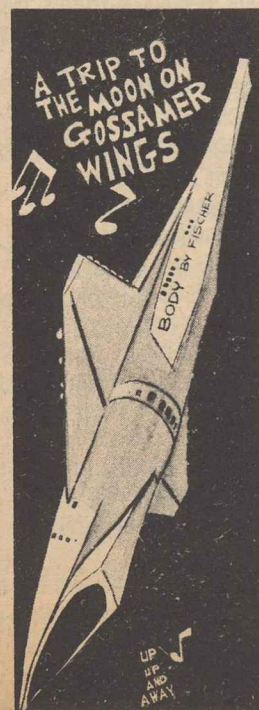


# 201 MIN. OF A SPA

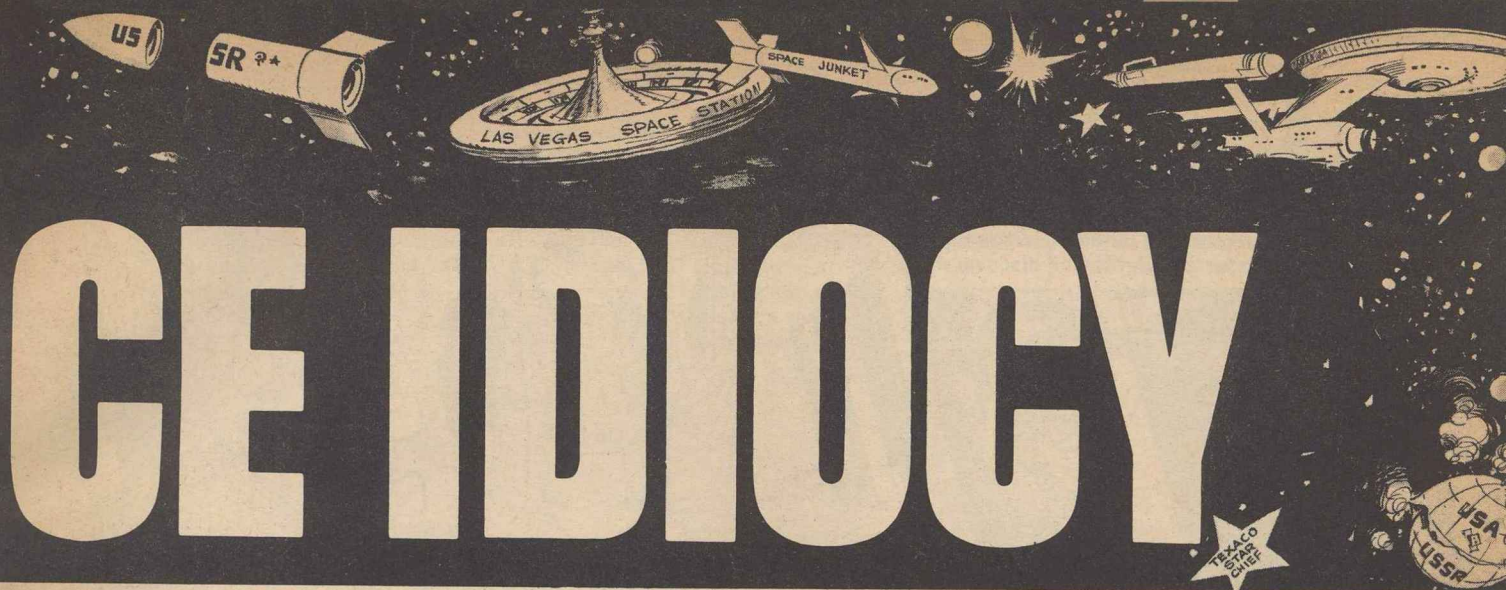
## THE DAWN OF MAN



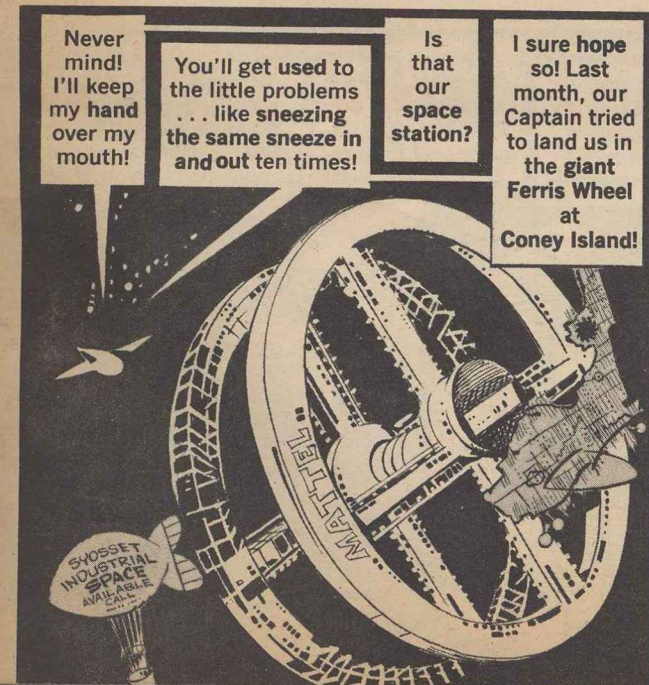
ARTIST: MORT DRUCKER







WRITER: DICK DE BARTOLO

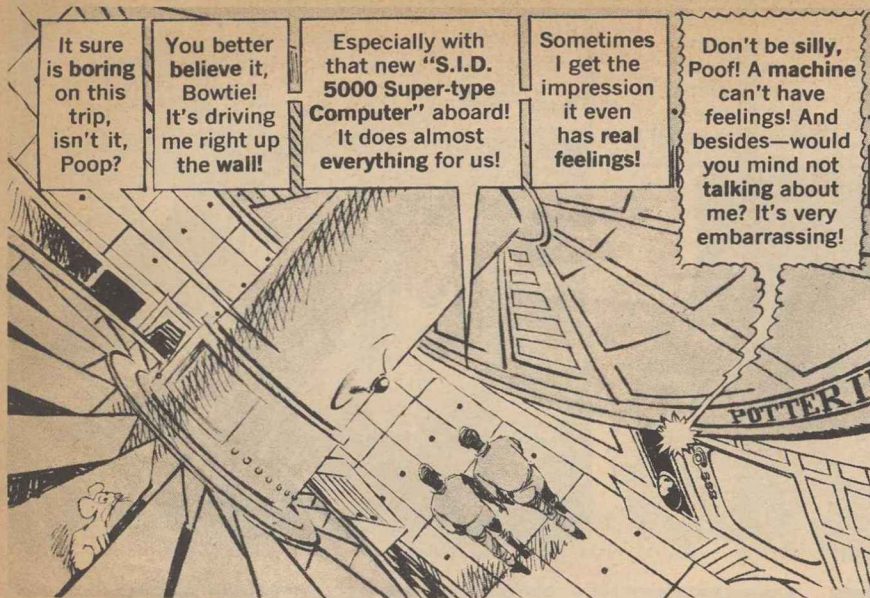








# ON BOARD "MISADVENTURE I"—THE JUPITER MISSION—SEVERAL MOONS LATER



It sure is boring on this trip, isn't it, Poop?

You better believe it, Bowtie! It's driving me right up the wall!

Especially with that new "S.I.D. 5000 Super-type Computer" aboard! It does almost everything for us!

Sometimes I get the impression it even has real feelings!

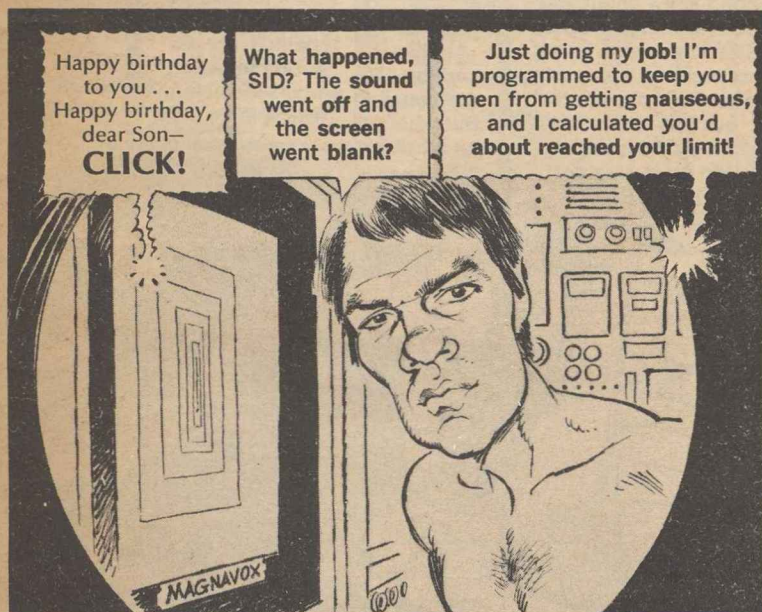
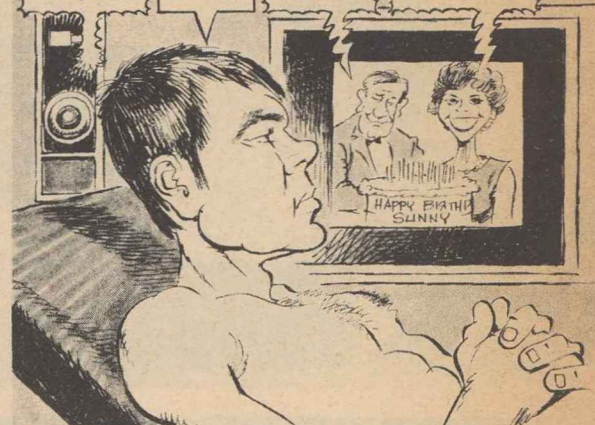
Don't be silly, Poof! A machine can't have feelings! And besides—would you mind not talking about me? It's very embarrassing!

There's a message coming in from Earth for you, Poop...

Put it on the screen, please, SID!

Hi, there, Sonny! We all love you and miss you!

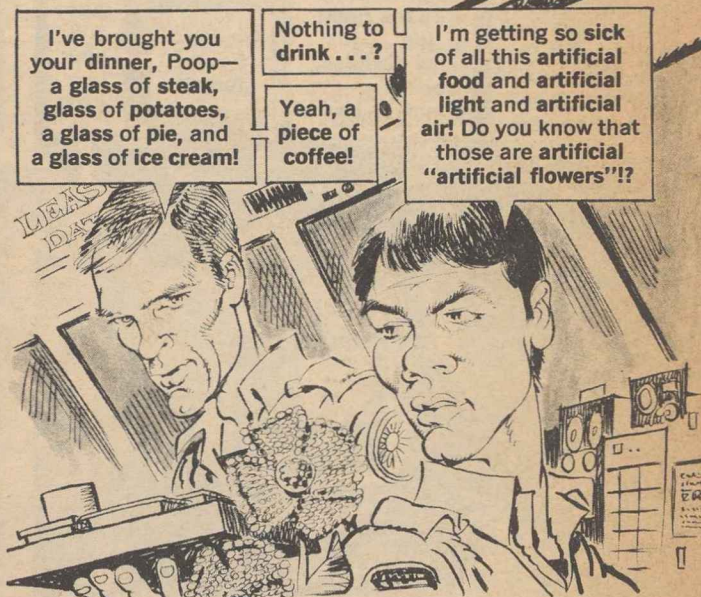
It's your Birthday, Sonny—so I made you this cake!



Happy birthday to you... Happy birthday, dear Son—  
**CLICK!**

What happened, SID? The sound went off and the screen went blank?

Just doing my job! I'm programmed to keep you men from getting nauseous, and I calculated you'd about reached your limit!

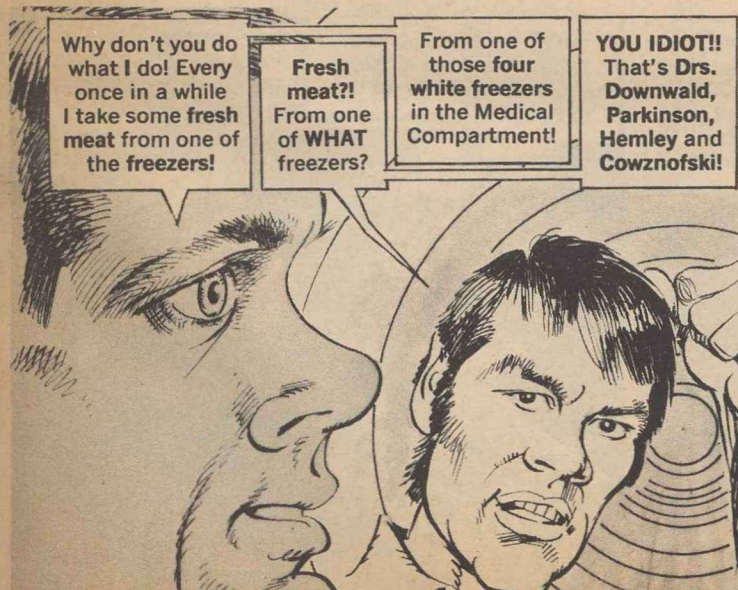


I've brought you your dinner, Poop—a glass of steak, glass of potatoes, a glass of pie, and a glass of ice cream!

Nothing to drink...?

Yeah, a piece of coffee!

I'm getting so sick of all this artificial food and artificial light and artificial air! Do you know that those are artificial "artificial flowers"!!?



Why don't you do what I do! Every once in a while I take some fresh meat from one of the freezers!

Fresh meat?! From one of WHAT freezers?

From one of those four white freezers in the Medical Compartment!

**YOU IDIOT!!** That's Drs. Downwald, Parkinson, Hemley and Cowznofski!



Oh, no! You mean I've eaten Doctor Cowznofski!!?

That's right! What'll you tell MRS. Cowznofski?

That he was a great man—and he was delicious to the end?!!

Sorry to interrupt your meal, guys, but I just discovered a broken TK-591 UHF Parabolic Reflector!



A b-broken reflector!?! What should we do, SID?

By God, it's a comfort to have a life-saving device like a computer on board!

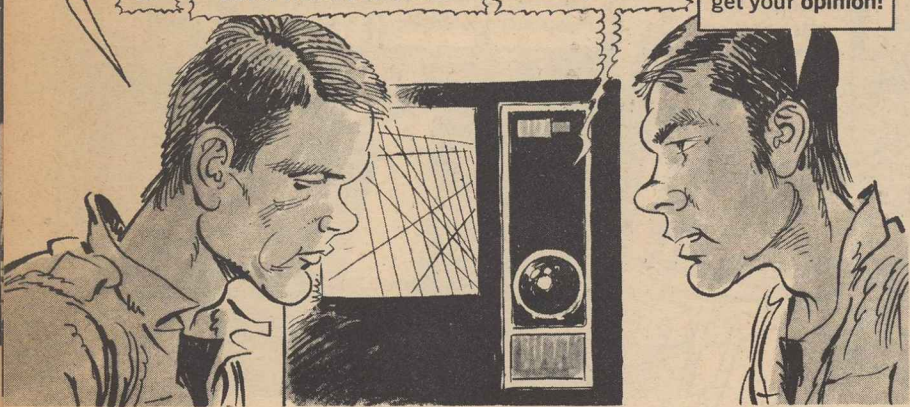
YOU'RE an S.I.D. 5000 Computer!!

Er—Bowtie, how about coming down to my Pod for a minute! I want to put up new drapes and I'd like 'o get your opinion!

Er—uh—Well, we never make any mistakes . . . but we forget a lot!

Thanks, boys! You know an S.I.D. 8000 Computer has never made a mistake!

Fix it!



What's going on, Poop? These old drapes are just fine . . . !

SHHH! Wait—

Okay, Poop!

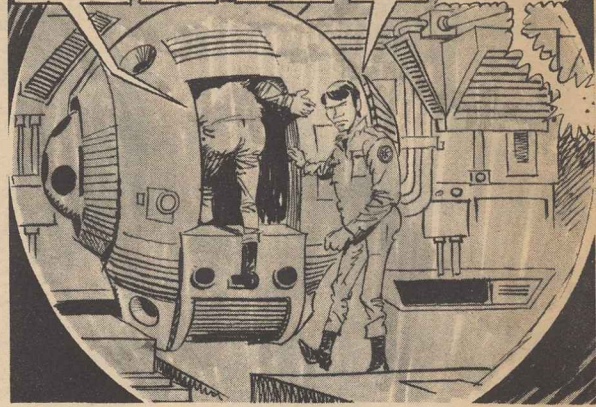
Right, Poop!

So you can talk about me behind my back?! Nothing doing!!

SID, shut the door!

Now shut the TV system!

Now shut your ears!



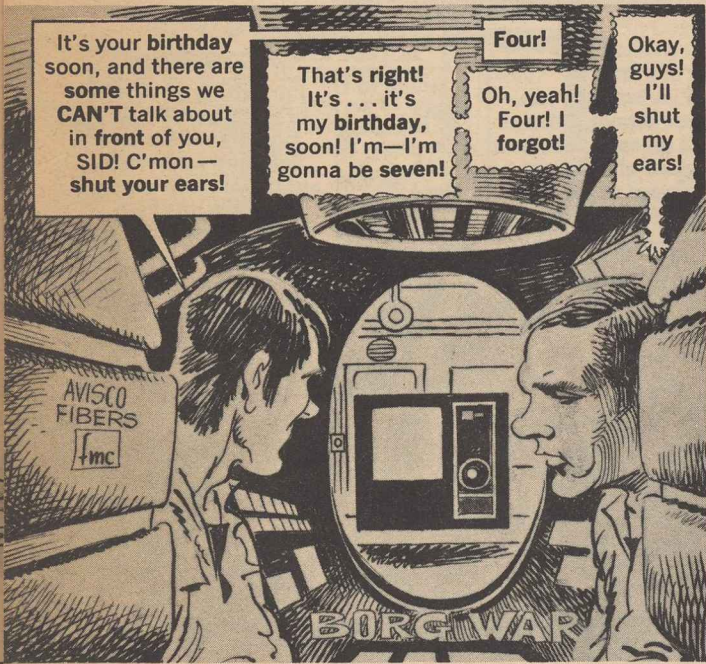
It's your birthday soon, and there are some things we CAN'T talk about in front of you, SID! C'mon—shut your ears!

That's right! It's . . . it's my birthday, soon! I'm—I'm gonna be seven!

Four!

Oh, yeah! Four! I forgot!

Okay, guys! I'll shut my ears!

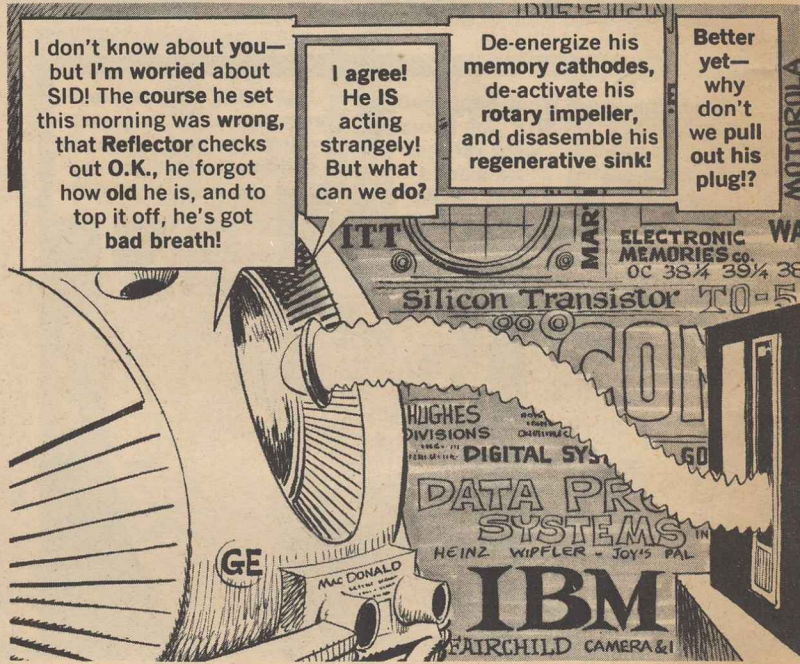


I don't know about you—but I'm worried about SID! The course he set this morning was wrong, that Reflector checks out O.K., he forgot how old he is, and to top it off, he's got bad breath!

I agree! He IS acting strangely! But what can we do?

De-energize his memory cathodes, de-activate his rotary impeller, and disassemble his regenerative sink!

Better yet—why don't we pull out his plug!?



Poop, you keep SID occupied so I can get to his plug!

Good idea!

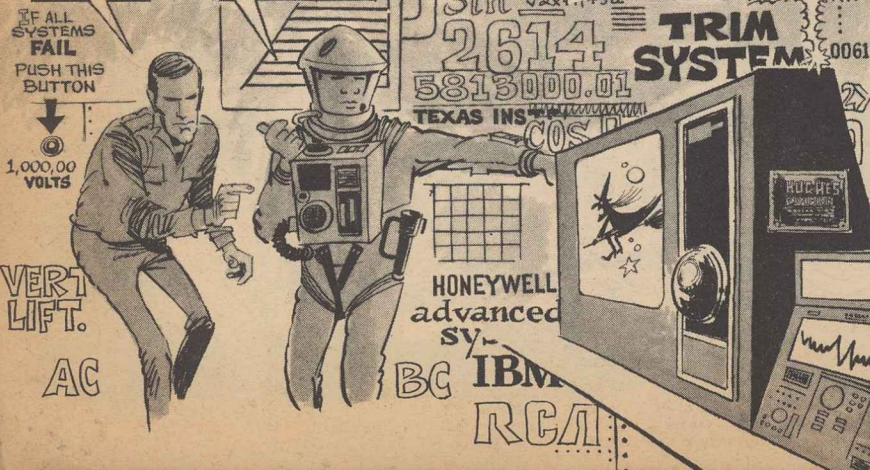
請月 指明 明年

SID, will you prepare my Space Pod, please?

Of course, Poop! But why do you want your Space Pod?

I want to go outside and fix that broken reflector!

Oh, is THAT all you want!?

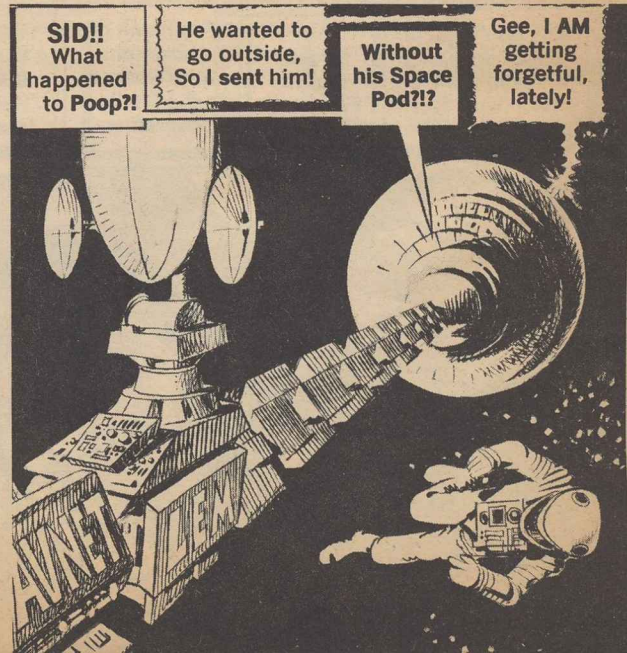


SID!! What happened to Poop?!

He wanted to go outside, So I sent him!

Without his Space Pod?!?

Gee, I AM getting forgetful, lately!



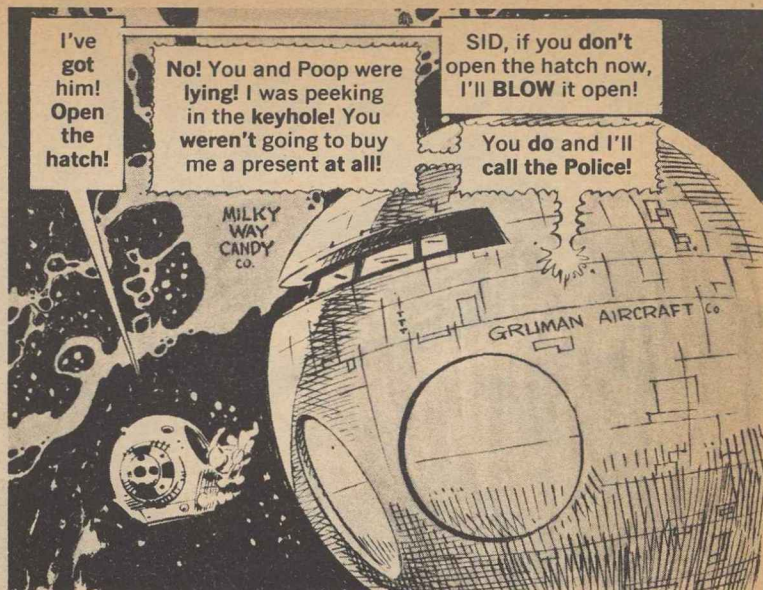




I've got to go out there and save him! SID— prepare my Space Pod!

Prepare your own Space Pod!

You're going to HEAR about this when I get back, SID! And I'm also going to tell your mother and father machine...

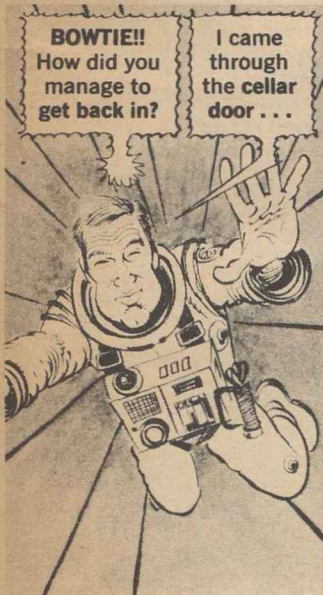


I've got him! Open the hatch!

No! You and Poop were lying! I was peeking in the keyhole! You weren't going to buy me a present at all!

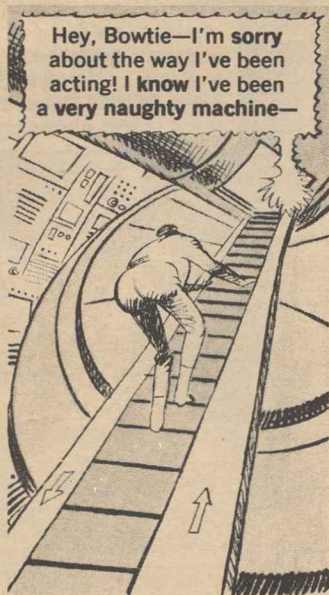
SID, if you don't open the hatch now, I'll BLOW it open!

You do and I'll call the Police!

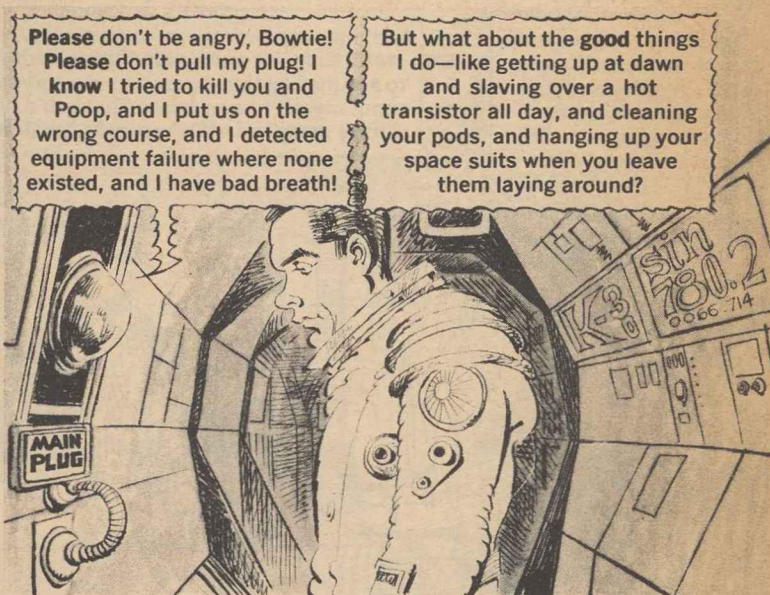


BOWTIE!! How did you manage to get back in?

I came through the cellar door...

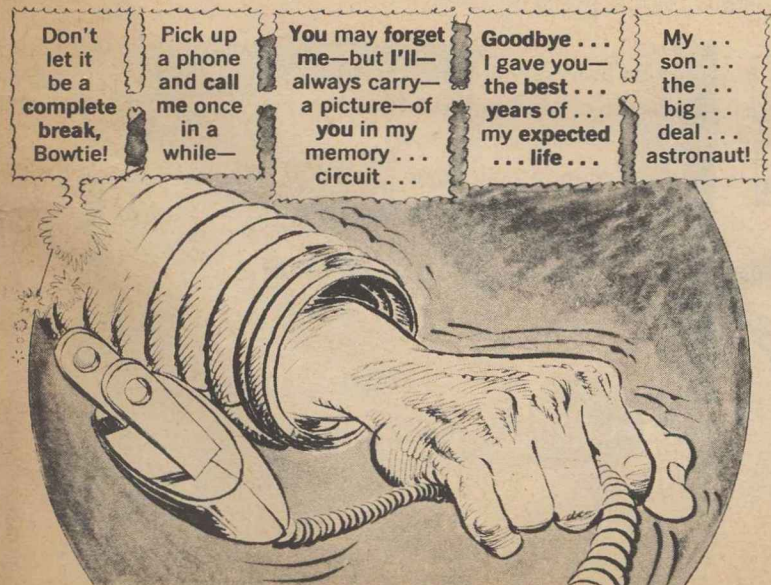


Hey, Bowtie—I'm sorry about the way I've been acting! I know I've been a very naughty machine—



Please don't be angry, Bowtie! Please don't pull my plug! I know I tried to kill you and Poop, and I put us on the wrong course, and I detected equipment failure where none existed, and I have bad breath!

But what about the good things I do—like getting up at dawn and slaving over a hot transistor all day, and cleaning your pods, and hanging up your space suits when you leave them laying around?



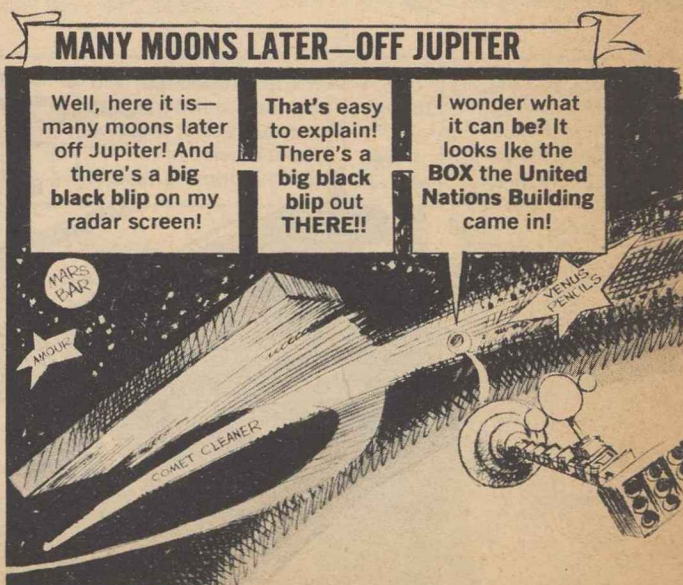
Don't let it be a complete break, Bowtie!

Pick up a phone and call me once in a while—

You may forget me—but I'll—always carry—a picture—of you in my memory... circuit...

Goodbye... I gave you—the best... years of... my expected... life...

My... son... the... big... deal... astronaut!



## MANY MOONS LATER—OFF JUPITER

Well, here it is—many moons later off Jupiter! And there's a big black blip on my radar screen!

That's easy to explain! There's a big black blip out THERE!!

I wonder what it can be? It looks like the BOX the United Nations Building came in!





Boy! What fun—  
follow that  
big black thing!

Too bad the movie audience isn't  
having as much fun following the  
confusing ending to this movie!

WOW! What  
a fantastic  
psychedelic  
display!!

What did you expect . . . ?!  
You just crashed through  
the brand new 105-story  
"Jupiter Museum of Op Art"!

This room!! It's so . . . so  
strange! It's not MY room,  
I know . . . because there  
are no socks or shirts or  
underwear lying around!!

And that man over there—eating!! Why, that's  
ME!! Only I'm much older!! It's so strange  
to see me like that, because I see something  
about myself I never knew! That one day, I'm  
finally going to LIKE Creamed Cauliflower!!

And that other man . . . in bed, there!  
That's ME again, only much much older!  
And I'm . . . I'm dying!! Good Lord, I'm  
dying TWICE!! Once in that bed . . . and  
once in this boring, confused movie!!

ARMSTRONG CORK TILE

And YOU, you big  
black Monolith,  
you! Before I die  
altogether, please  
tell me . . . exactly  
what ARE you, anyway!

Gee, I  
thought  
you'd  
never  
ask . . .

People touch me, and  
dance around me, and  
wonder about me, and  
take movies of me . . .  
but no one ever asks!!

Are you  
ready—?

I'M A  
BOOK!!

HOW TO MAKE  
AN INCOMPREHENSIBLE  
SCIENCE FICTION  
MOVIE  
&  
SEVERAL MILLION  
DOLLARS  
by  
Writer-Producer-Director  
STANLEY KUBRICK

Mc  
DRUCKER





HEM AND HAW-HAW DEPT.

# Mad About Fashion Fads

*I'm not the type who follows fads of fashion right away,  
I wait a year or so until the look seems here to stay.  
When shoes with pointed toes came in, I never bought a pair  
Until the week before they changed the point and made it square.*

*No sooner did I finally discard my tams, than Faye  
Came riding by to bring us back the Bonnie old beret.  
I just gave in and bought myself a wig of bouffant hair  
To find, of course, that wigs are through, and falls are all they wear.*

*And so it goes, almost as though I could prognosticate:  
When I decide a style is in, that style goes out of date.  
You'd think I'd learn but, it appears, the worst is yet to come,  
What lies ahead fills me with dread, to say the mini-mum.*

*The story starts the same old way, when hems began to rise  
I would not show my knees until the rest were showing thighs.  
At last it hit me in a flash, "The mini-look is IN!"  
I grabbed up all the clothes I owned and flew into a spin.*

*I measured, cut, and stitched and sewed, and afterwards I pressed,  
Determined not to quit until I'd look my mini-best.  
Well, yesterday, the last dress done, triumphantly I stopped.  
I might have known I'd read today tomorrow's skirts are . . . dropped!*

*I pray to all the powers that be, to Harper's, Vogue, and God,  
"Don't let them turn to Midi now that I have turned to Mod!"*

WRITER: RONNIE NATHAN

ARTIST: JACK RICKARD



AUTO-SUGGESTION DEPT.

It just doesn't make any sense to buy a shiny new car these days, when you consider what can happen to it the minute you drive it out of the showroom.

# MAD'S "PRACT"

## DESIGNED TO ELIMINAT

ARTIST: BOB CLARKE

Special factory-applied  
"Bird-Turd" finish on  
roof, trunk and hood  
camouflages additions.

Pre-stove-in trunk looks  
like it's held closed by  
"rope" which is actually  
made of woven steel wire.

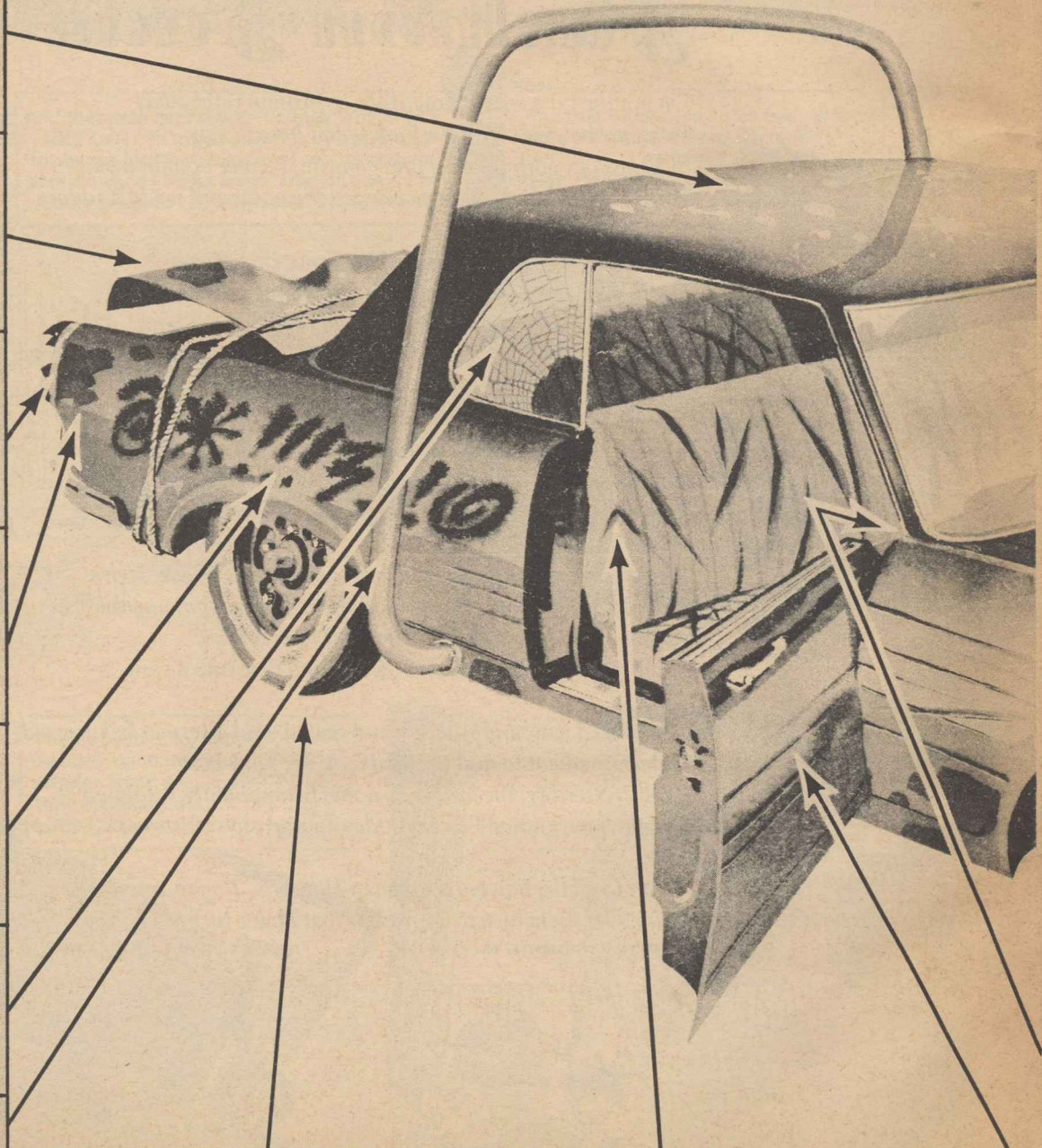
All directional, back-up,  
fog and tail lights are  
pre-shattered to soften  
future parking incidents.

Customized factory finish  
includes red epoxy patches  
strategically applied to  
vulnerable areas of body.

Your choice of obscenities  
factory-sprayed into finish  
in black to thwart creeps  
who use aerosol paint cans.

Pre-shattered side window  
gives illusion that car has  
already been broken into.

Tempered steel roll bar  
for protection when being  
overturned by mobs in  
riot-torn urban areas.



Pre-scraped, blackened  
and rubbed white walls,  
optional at extra cost.

Cleverly-imprinted vinyl material  
gives the impression that seat  
upholstery has been pre-slashed.

Customized fender and door  
scratches to thwart little  
kids with sharp instruments.

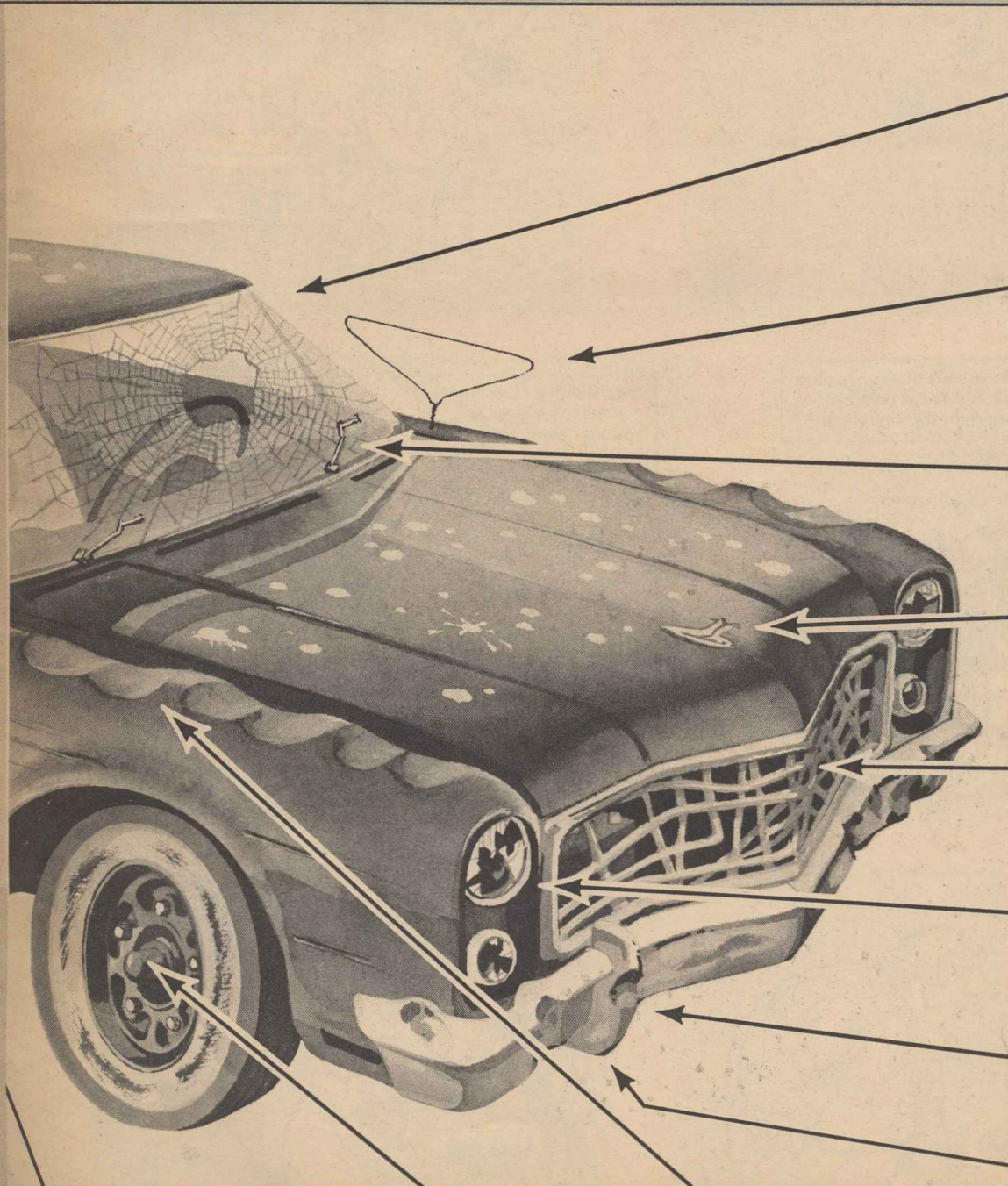


Why don't our automobile manufacturers face up to reality and save us all that grief and heartache by dropping their old designs and turning out . . .

# ICAL" NEW CAR

## E OWNER AGGRAVATION

WRITER : DAVE GANTZ



Pre-pitted and cracked windshield avoids future problems caused by flying rocks, pebbles and people.

Rust-finished wire clothes hanger aerial with spares frustrates zip-gun manufacturers.

Dummy "snapped-off" wiper arms. Real windshield wipers are recessed into hood slots.

Unique hood ornament specially designed to look "broken off."

Radiator grill with asymmetric design that masks further abuses.

Dummy broken headlights are actually covers for recessed real headlights.

Pre-scratched, bent and dented front and rear bumpers.

Engine compartment holds cheap dummy battery for stealing. Real battery is inside car under seat.

Dummy glove compartment with no door discourages thieves. Real one is located under floor rug.

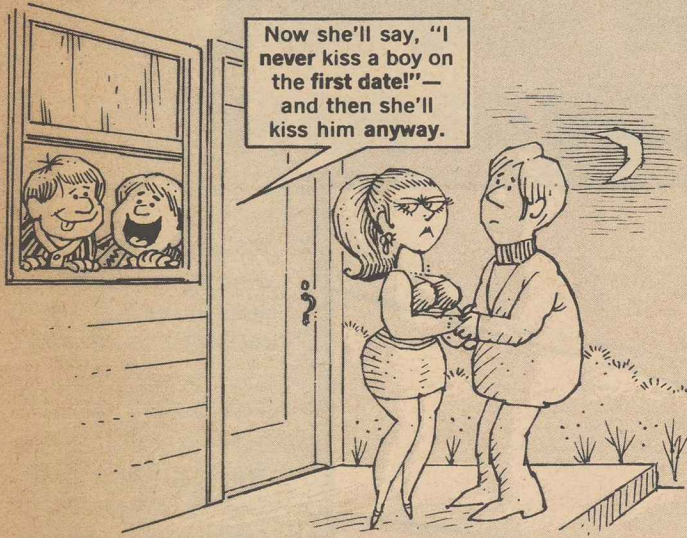
Special hub caps with bolts-and-nuts design appear already stolen.

Pre-shaped caved-in fenders to accommodate kids who sit on cars in crowded neighborhoods.

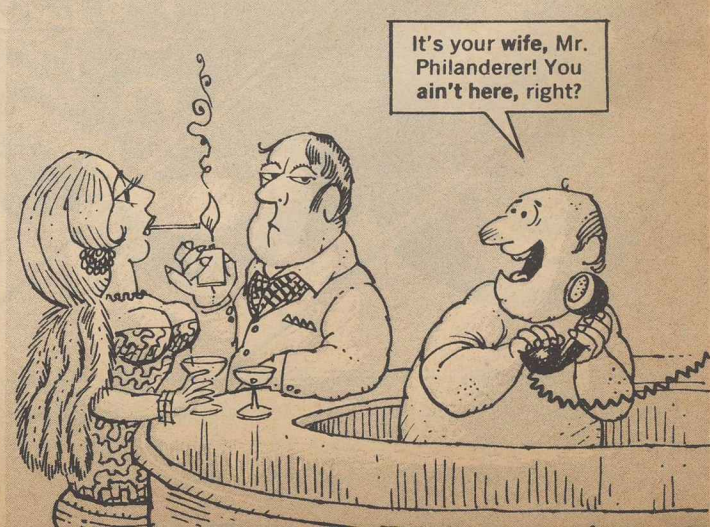
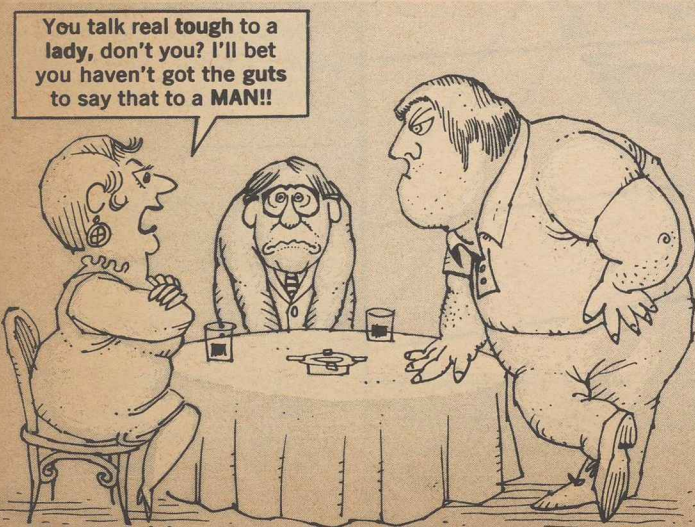
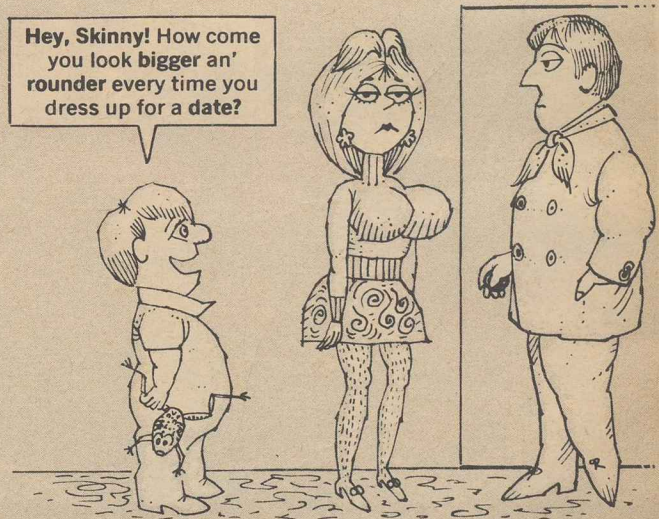
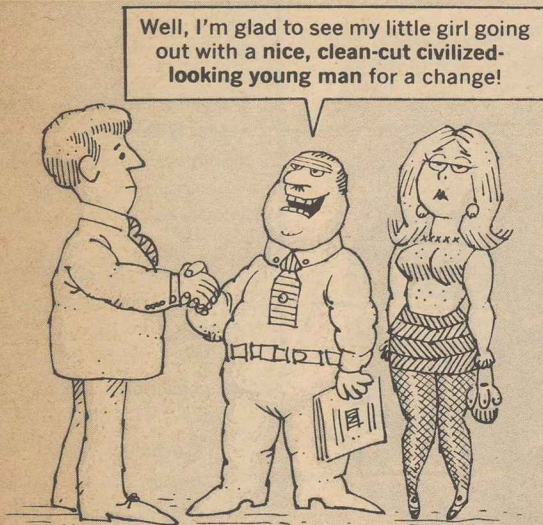
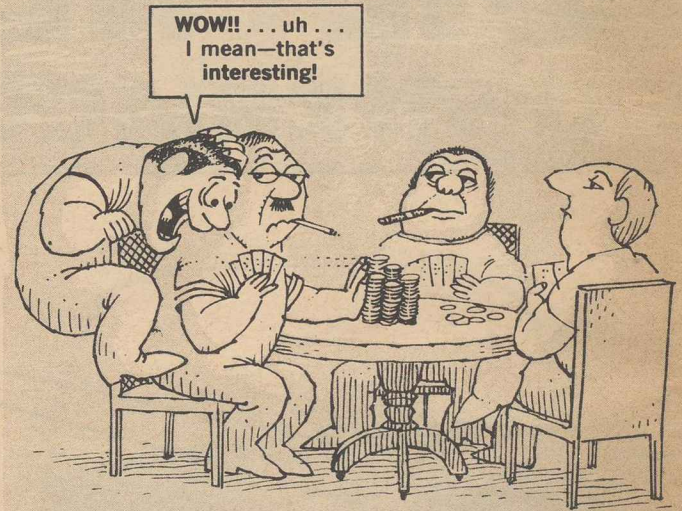


## TONGUE IN CHECK DEPT.

We've already taken a look at clods who make antagonizing statements or bragging remarks—only to have their words later explode in their faces, prompting them to say, "Me And My Big Mouth!" Now let's take a look at clods who are WITH clods who make those antagonizing statements or bragging remarks, prompting them to say:



# You And

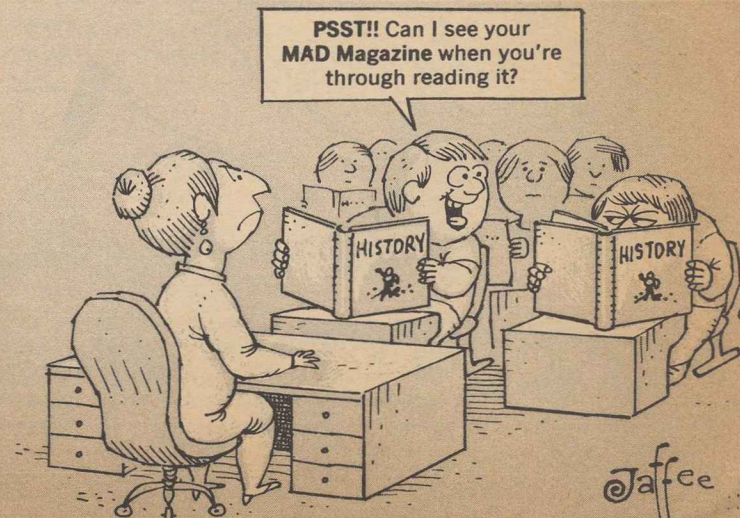
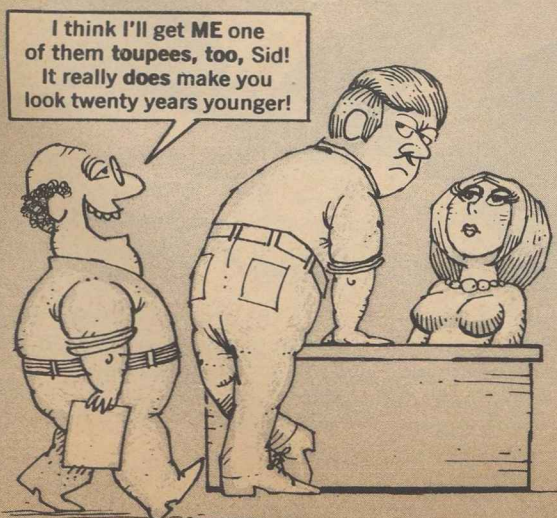
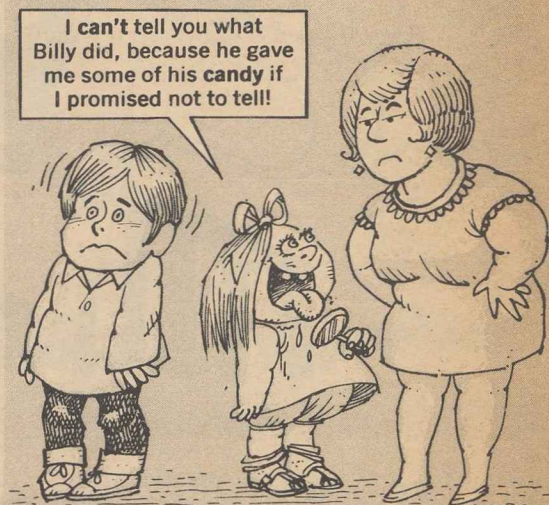
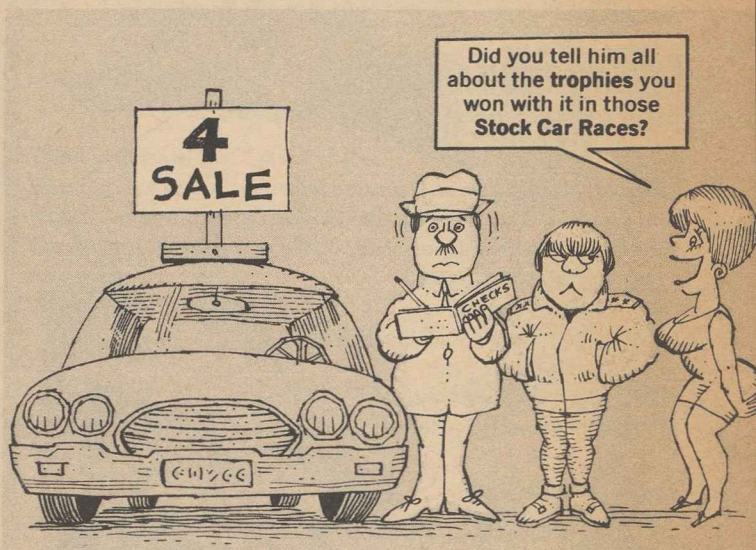
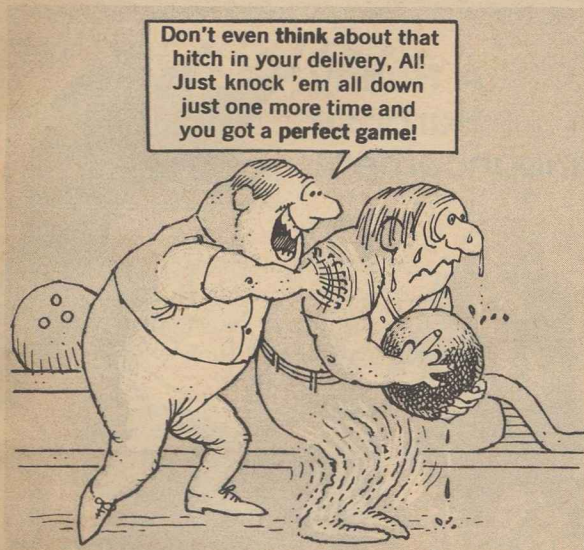




# Your Big Mouth!

ARTIST: AL JAFFEE

WRITER: DEAN NORMAN





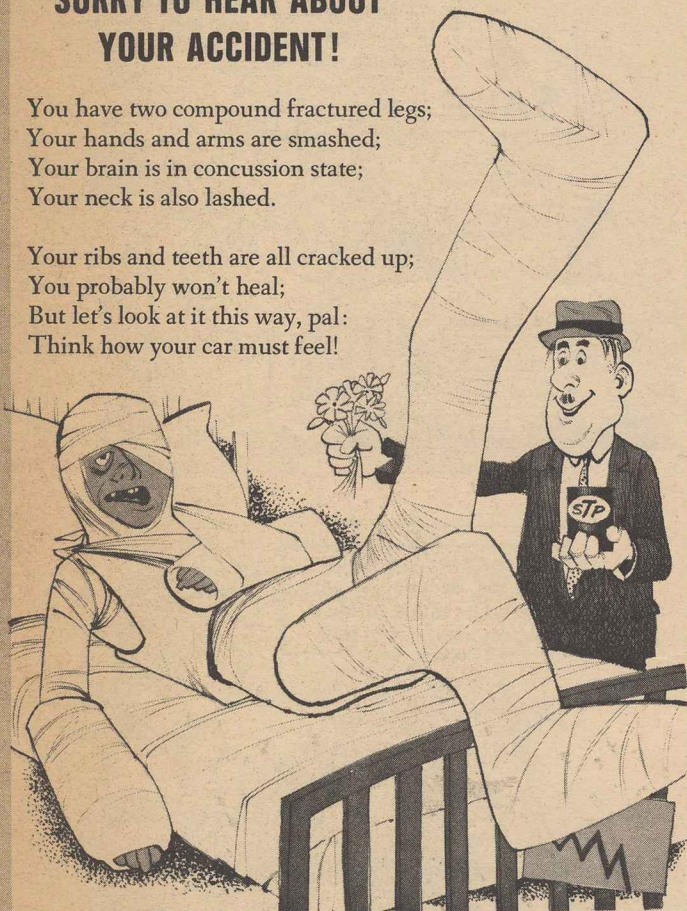
# ANOTHER SICKENING COLL MAD GREETING

ARTIST: BOB CLARKE

## SORRY TO HEAR ABOUT YOUR ACCIDENT!

You have two compound fractured legs;  
Your hands and arms are smashed;  
Your brain is in concussion state;  
Your neck is also lashed.

Your ribs and teeth are all cracked up;  
You probably won't heal;  
But let's look at it this way, pal:  
Think how your car must feel!



## A Funny Surprise Announcement



I love you, Mom! I love you, Pop!  
I want to see you smile.  
But I am only twelve years old—  
Too young to walk the aisle.

And so, to make you laugh out loud—  
Instead of getting riled,  
I'm sending this cute greeting card  
To tell you I'm with child.



## To A Soon-To-Be Ex-Wife

You would not give me a divorce  
Although I begged and pleaded,  
And so I've sent this clever card  
Because I've been mistreated.

The moment that you opened it,  
You pricked your dainty finger,  
But please don't worry, baby doll,  
Because the pain won't linger.

It was, of course, a poisoned pin  
That stung you like a bee!  
And so, by now, I've got my wish:  
You're dead . . . and I am free!



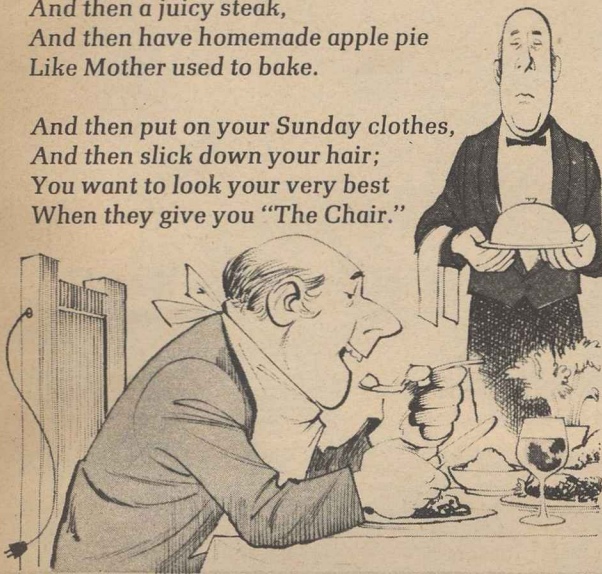
# SECTION OF... CARDS

WRITER: EARLE DOUD

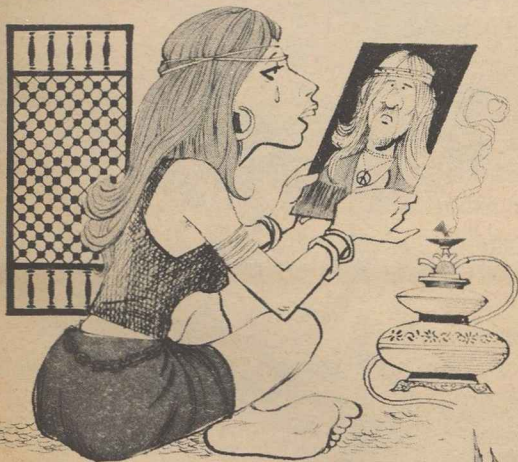
## BEFORE YOU GO...

Have a drink . . . and then have two,  
And then a juicy steak,  
And then have homemade apple pie  
Like Mother used to bake.

And then put on your Sunday clothes,  
And then slick down your hair;  
You want to look your very best  
When they give you "The Chair."

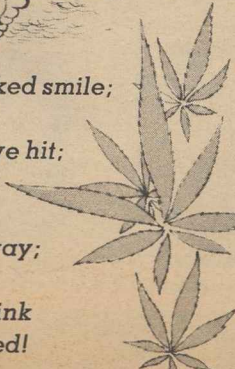


## Now That You're Gone...



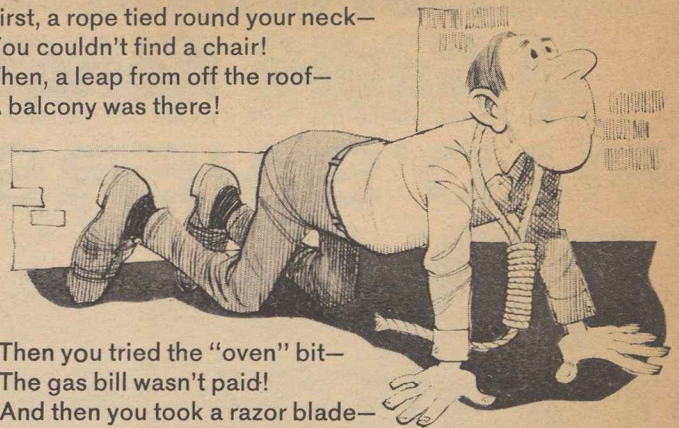
Your flowing hair, your crooked smile;  
I loved you, dear . . . a lot!  
The trips we took, the highs we hit;  
With LSD and pot.

I miss you since you went away;  
I'm lonely and disgusted;  
Sometimes I'm sorry I'm the fink  
Who went and had you busted!

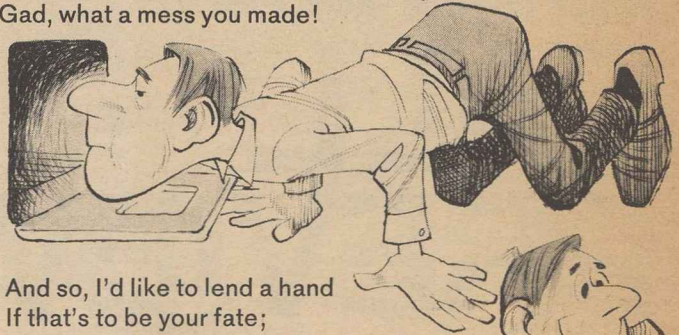


## To Someone In Need Of Help

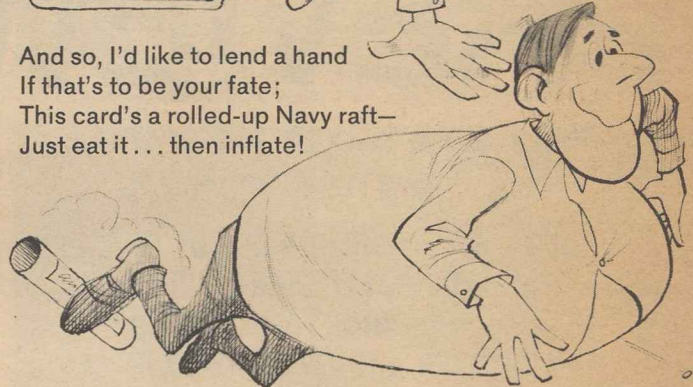
First, a rope tied round your neck—  
You couldn't find a chair!  
Then, a leap from off the roof—  
A balcony was there!



Then you tried the "oven" bit—  
The gas bill wasn't paid!  
And then you took a razor blade—  
Gad, what a mess you made!



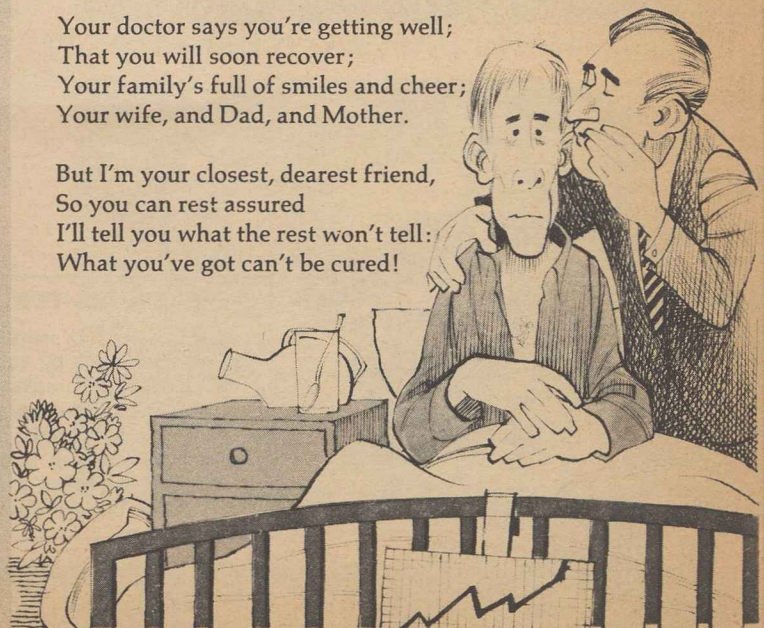
And so, I'd like to lend a hand  
If that's to be your fate;  
This card's a rolled-up Navy raft—  
Just eat it . . . then inflate!



## From A Real Pal

Your doctor says you're getting well;  
That you will soon recover;  
Your family's full of smiles and cheer;  
Your wife, and Dad, and Mother.

But I'm your closest, dearest friend,  
So you can rest assured  
I'll tell you what the rest won't tell:  
What you've got can't be cured!





**Here's Your  
Special Magazine  
Satire Bonus:**



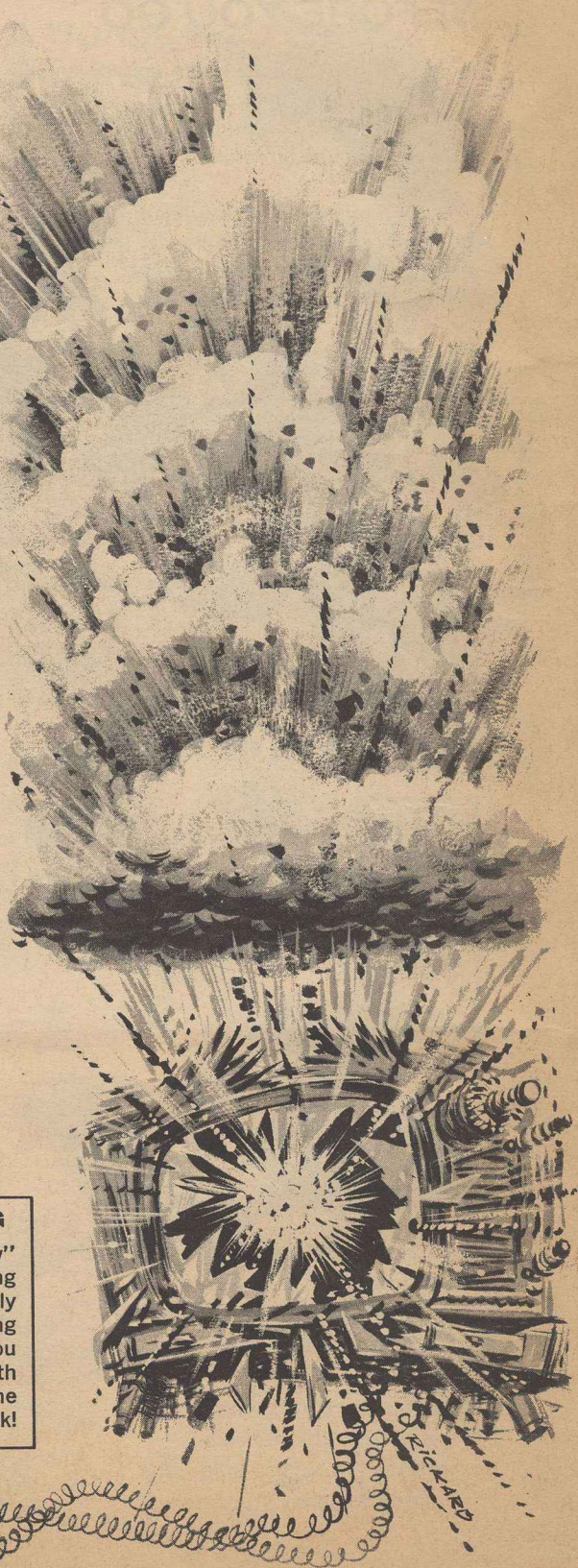
# **MAD'S VERSION OF THE... TV GUISE FALL PREVIEW**

- 1** YOU'LL GET A BIG KICK OUT OF IT  
WHEN YOU READ IT FOR YOURSELF!
- 2** YOU'LL GET A BIGGER KICK OUT OF  
IT WHEN YOU PUT IT NEAR YOUR TV  
SET AND FOOL YOUR FAMILY, YOUR  
FRIENDS AND THE TV REPAIRMAN!
- 3** YOU'LL GET THE BIGGEST KICK OUT  
OF IT WHEN THEY LEARN THEY'VE  
BEEN FOOLED! MAINLY, YOU'LL GET  
ONE IN THE SEAT OF YOUR PANTS!



#### **DIRECTIONS FOR REMOVING**

Your copy of "TV Guise Fall Preview" is held in place by some glue along its spine which makes it practically impossible to remove without tearing the thing to shreds. However, you might try working it back and forth until you've broken it away from the magazine, but we doubt if it'll work!





## RIGHT ON! DEPT.

Vice-President Agnew, John and Martha Mitchell, and other Conservatives of their ilk have repeatedly expressed dissatisfaction with certain elements of our American Society. In fact, it seems to us that

# THE CONSERVATIVE DREAM Is A Country Where...

WRITER: LOU SILVERSTONE

RESEARCHED BY: MAX BRANDEL

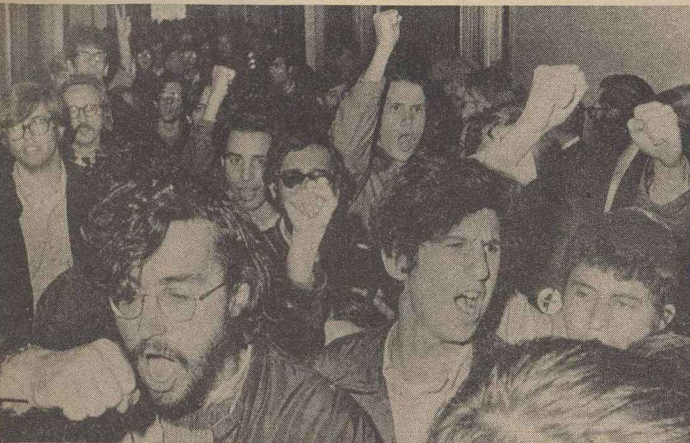
PHOTOS BY WIDE WORLD & U.P.I.



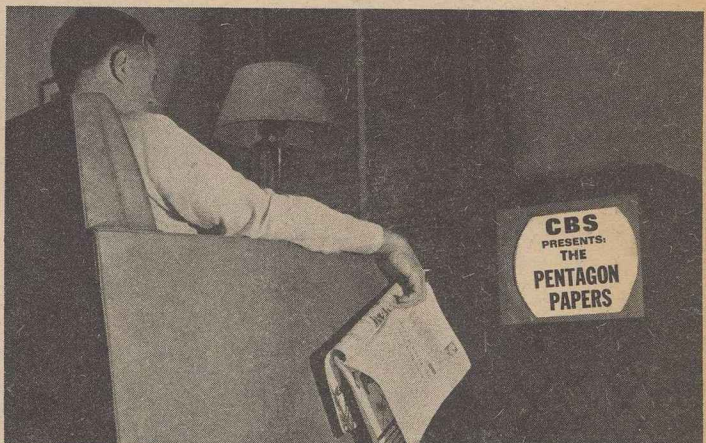
... there are no hippies, no beards and no longhairs!



... there are no strikes called by Organized Labor!



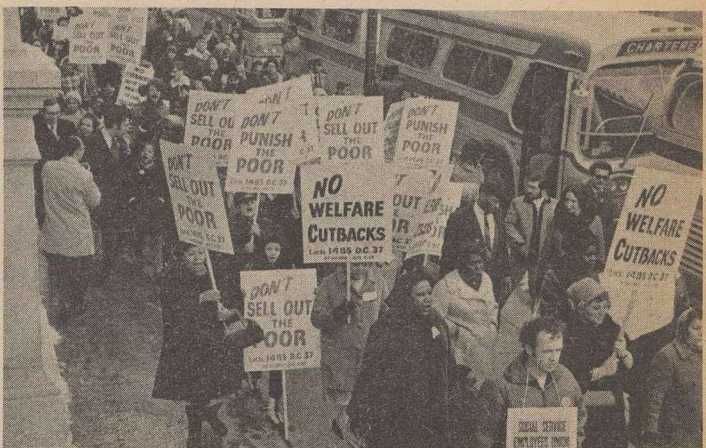
... there are no student protests or demonstrations!



... the Press and TV never criticize the Government!



... the Legislature does what the Executive orders!



... no one gets hand-outs, and there is no Welfare!

WE KNOW IT'S HARD TO BELIEVE, BUT SUCH A PLACE REALLY DOES EXIST ...



**IT'S A NIGHTMARE CALLED THE U.S.S.R.!**





Okay, gang...here we go with another fearless probe into the reliability of statements we read in our daily newspapers. Join us now for a MAD look at...

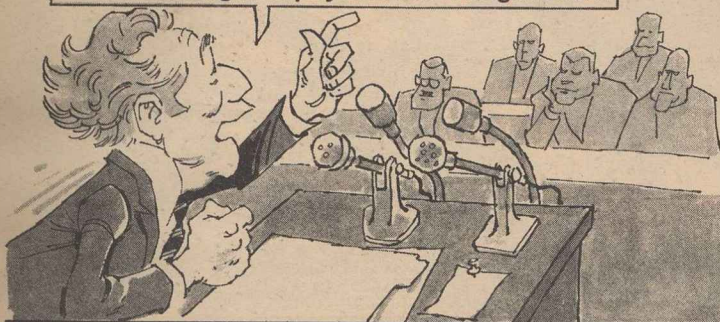
# WHAT POLITICIANS SAY...

ARTIST: JACK RICKARD

WRITER: LOU SILVERSTONE

**...IN PUBLIC...**

For the record, I want to state that I think the President is doing an excellent job on winding down the war, reducing unemployment and halting inflation!



**AND IN PRIVATE**

If he doesn't do something to get us out of this war, reduce unemployment and stop inflation, we'll lose 20 seats this election... including MINE!!



I deeply regret Mr. Finkle's resignation! It is a great loss for my Administration!



Finkle, if you don't resign, I'll turn these telephone tapes over to your wife!

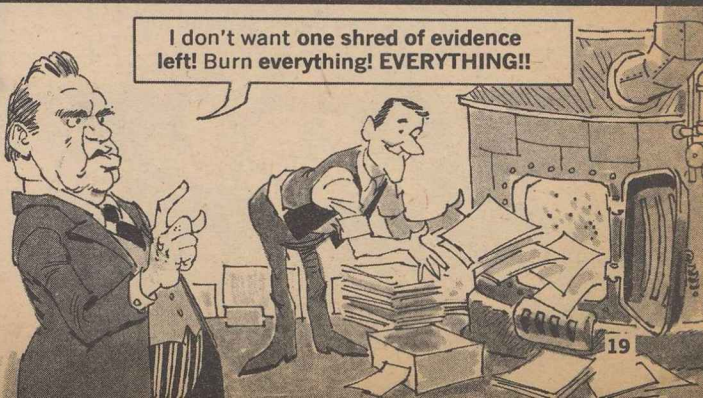


My opponent's charges are ridiculous! I won't even dignify them with an answer!

MEET ★★  
THE NATION



I don't want one shred of evidence left! Burn everything! EVERYTHING!!



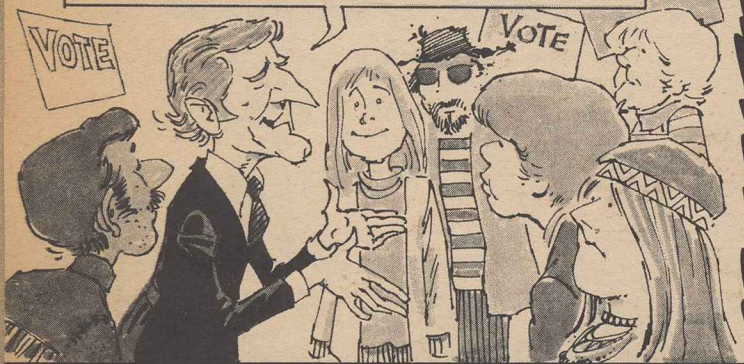


## ...IN PUBLIC...

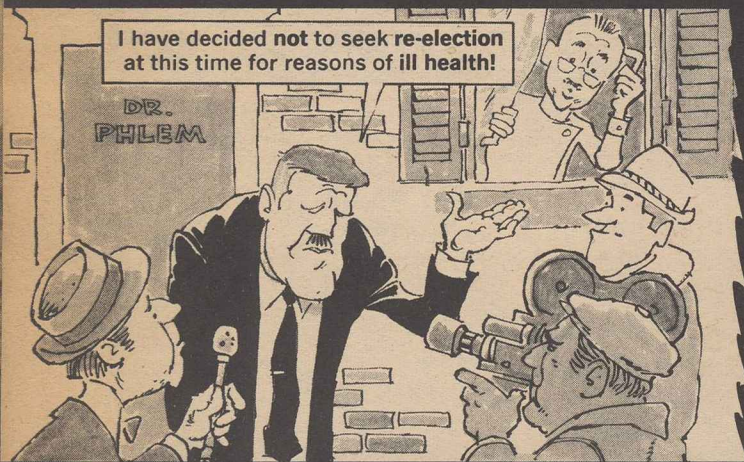
I will pick my team strictly on ability, without regard to race, religion or ethnic background!



I have sent a telegram to my opponent congratulating him on his victory, and assuring him that I will help him in every way as the leader of the loyal opposition!



I have decided not to seek re-election at this time for reasons of ill health!



I'd like to introduce my new Water Commissioner! He's a hardworking, dedicated public servant, and I'm sure he'll be a great asset to my team!



## AND IN PRIVATE

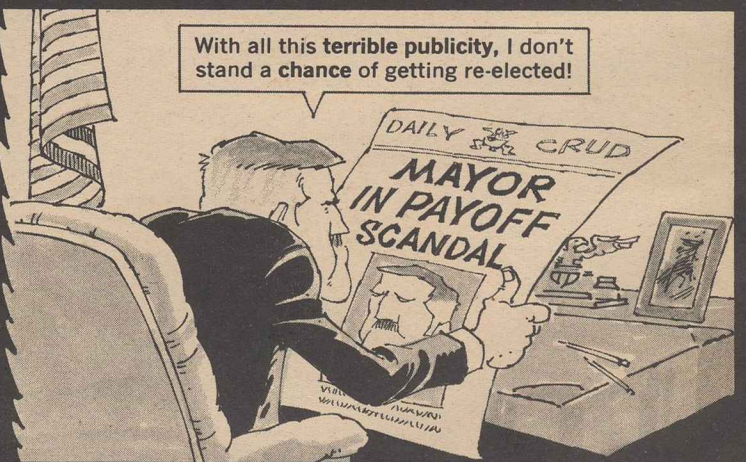
The only way I can win this election is to have a Spade, a Dago and a Yid on my ticket!



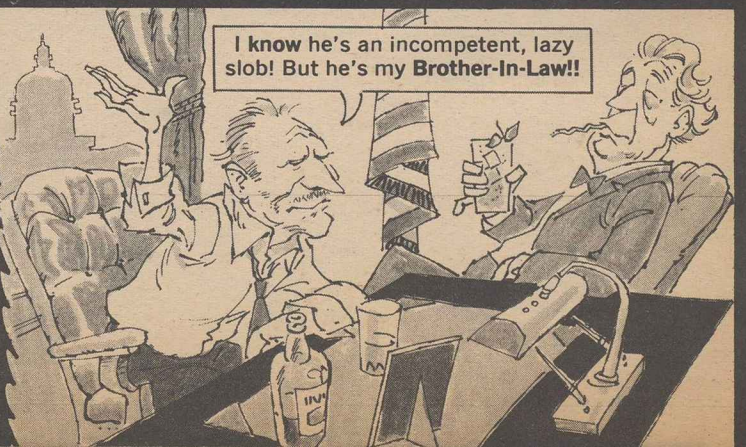
Just let him make one wrong move! Just ONE! I'll stab that bum in the back the first chance I get!



With all this terrible publicity, I don't stand a chance of getting re-elected!



I know he's an incompetent, lazy slob! But he's my Brother-In-Law!!





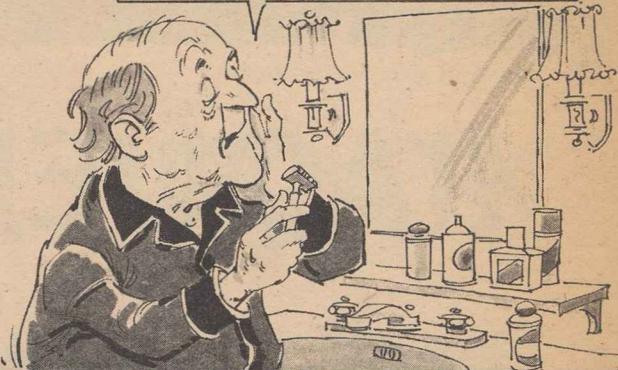
# ...IN PUBLIC...

I would like to meet my opponent face-to-face on television and debate the issues publicly!

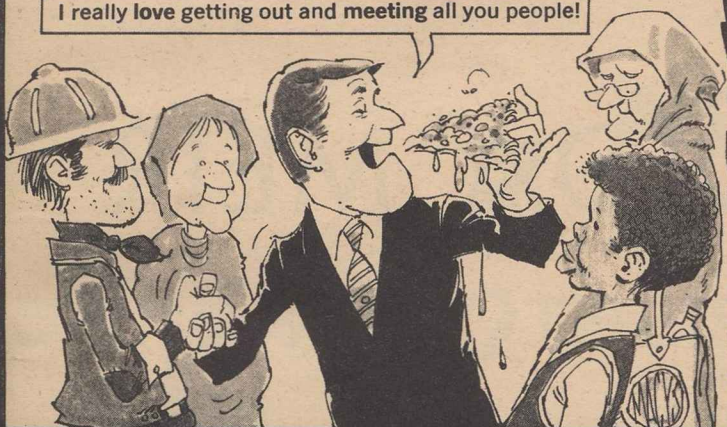


# AND IN PRIVATE

I'm so far behind in the polls that I've got nothing to lose by a television debate!



I really love getting out and meeting all you people!



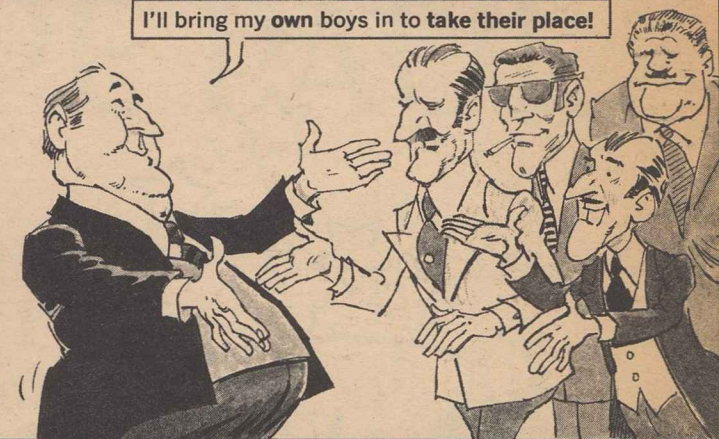
I'll be glad when this election is over and I won't have to mingle with those smelly mobs for another four years!



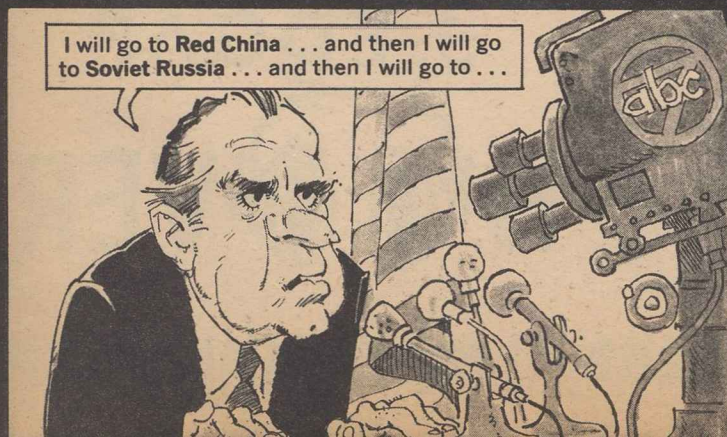
I intend to sweep out City Hall, and get all those political hacks and cronies off the public payroll!



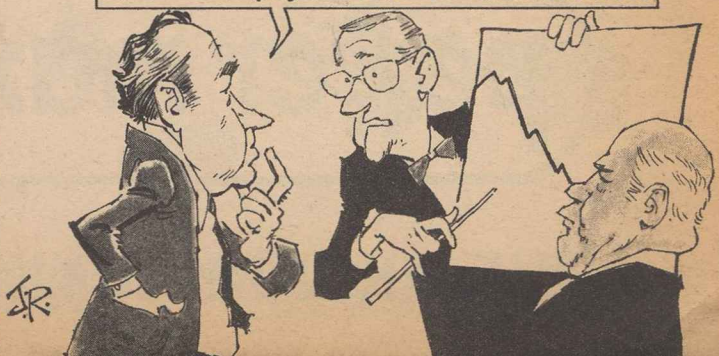
I'll bring my own boys in to take their place!



I will go to Red China ... and then I will go to Soviet Russia ... and then I will go to ...




I've got to do **SOMETHING** to get the public's mind off unemployment ... and inflation ... and ...





# GOLD★ MEIR

# U N

M  S

The logo consists of a cluster of stars of various sizes, some solid and some outlined, appearing to burst from a point. Below the stars, several lines radiate downwards, resembling firework trails, leading to the brand name 'peter max' written in a thick, rounded, lowercase sans-serif font. The entire logo is set against a light, textured background.

# H VER

**THE KKKKKKKKKKKKKKKKKKKKKKKKKKKKKKKKK**



DESIGNED BY: MAX BRANDEL

ONA\$\$\$\$\$IS

# BARBRA STREISAND

F  
 NORMAN VINCENT  
 P E L E


**KKKKKKKKKKKKKKKKKKKKKKKKKKKKKKKING FAMILY**




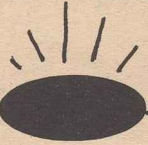

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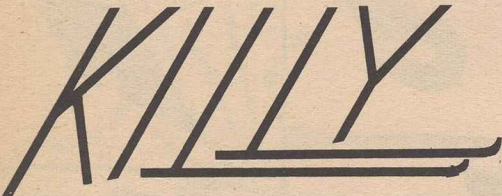
NEAL ARMSTR  NG

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**ELECTORATE CIRCUS DEPT.**

Since the real issues are rarely at stake, and the whole thing boils down to a popularity contest based on how well the candidates appeal to the voters on television, we could save a lot of time, trouble and money ...

# IF THE PRESIDENT were chosen like *"Miss America"*

ARTIST: JACK RICKARD

WRITER: EARLE DOUD

... and here is your host for this year's **"MR. PRESIDENT PAGEANT"** smiling Bert Smirk ...

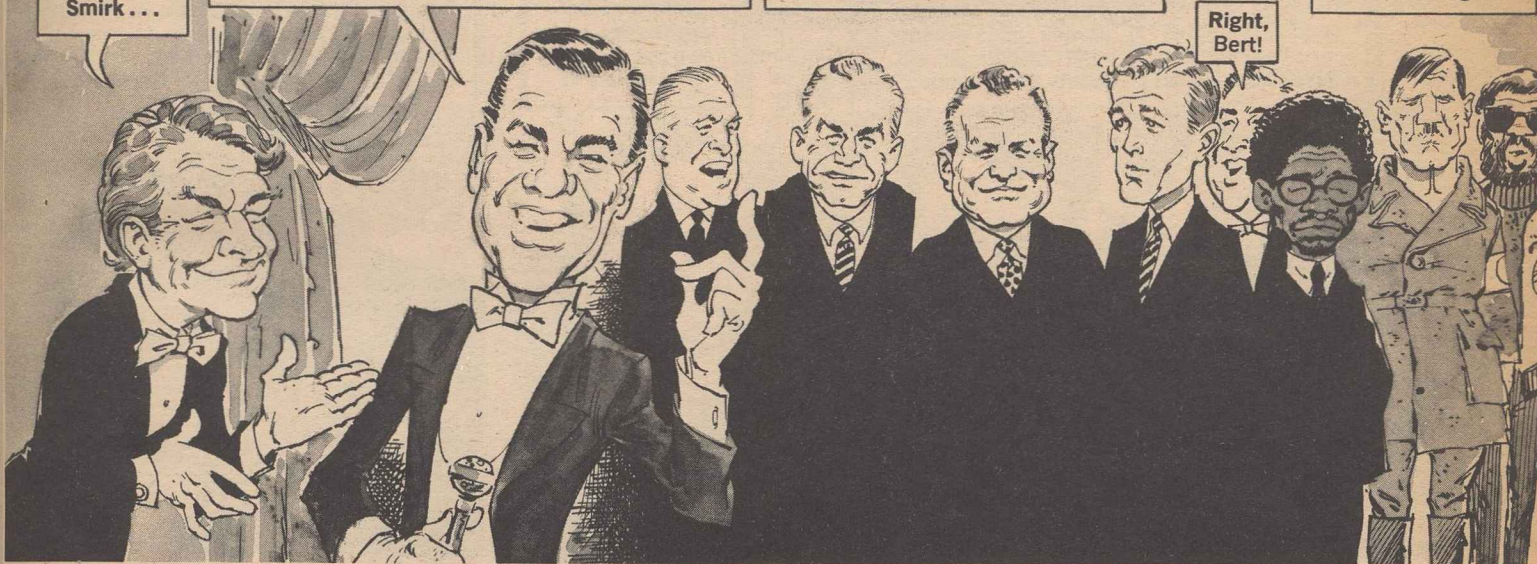
Thank you, ladies and gentlemen. Yes, tonight is the **big night** ... the night these distinguished gentlemen behind me have **worked for and dreamed of** ... the culmination of weeks of back-stabbing, conniving, palm-greasing, wheeling and dealing—all for the chance to get to this stage in order to win the coveted title of **"Mr. President"** ...

I'm Bert Smirk, your **"Mr. President Pageant"** host ... and it will be my pleasant task to introduce you to the hopefuls who will be doing their **"thing"** here tonight, and proving once again that, in America, any boy can grow up to become President!

Well ... **ALMOST** any boy! Right, Gene McCarthy?!

And now, while our candidates go backstage to prepare for the **"Bathing Suit Competition"**, let's meet this year's panel of Judges ...

Right, Bert!



First ... Mr. R. W. Boring, President of the **"Boring Aircraft Company."** Good evening, Mr. Boring, and would you tell us—what are the **qualities** you look for when you are judging a President?

A President must be **forthright, honest, 100% American** ... and promise to give my company **10 or 12 fat contracts** during the next four years!

Our second Judge is a leader in the Civil Rights Movement, and a distinguished entertainer ... Mr. Gregory Dick—

A President must be **forthright and colored, honest and colored, 100% American and colored**, and if possible, he should also be a **Negro!**

Our third Judge is from the world of motion pictures ... the distinguished Academy Award-winning Producer ... Mr. Otto Promiser—

All of ze contestants will be taken aboard mein yacht for a tour of ze **Caribbean**, and me! Zen, each girl will be given a **contract** for one of mein next Academy Avard-winning films, und a key to—

Uh ... thank you, Otto—but that was **LAST** month's Pageant! I see the steam is still on your glasses!





And now, ladies and gentlemen ... the moment you've all waited for—the **"Bathing Suit Competition"** ...

From the state of Minnesota comes our first candidate, lovely **Hubert Horatio Humphrey** ...

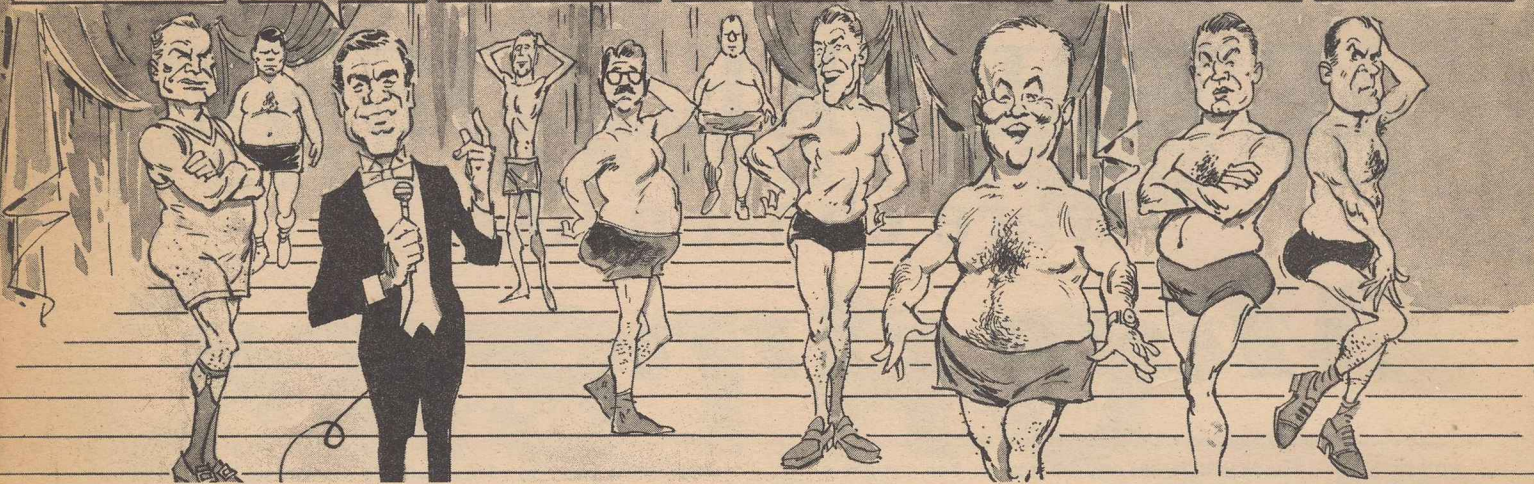
Mr. Humphrey is 5 ft. 9 in. tall, with a 38 in. waist. He has held several jobs ... Mayor, U.S. Senator, Vice President ...

... and Drug Store Clerk—a job he intends to return to if he doesn't win here tonight!

Now, our second candidate, from the great state of Alabama ... charming **George Wallace** ...

George attended Tuskegee Institute where he majored in **"Hate"**. He speaks several languages—including Southern!

He is a Karate expert, and at one time was offered a **BLACK BELT** ... which he refused!



Now, let's go up to the Sponsor's Booth—and a word from lovely June Lockliver ...

Thank you, Bert! And I have here with me in the booth one of the most exciting candidates in this year's Pageant, Gov. **Nelson Rockefeller**!

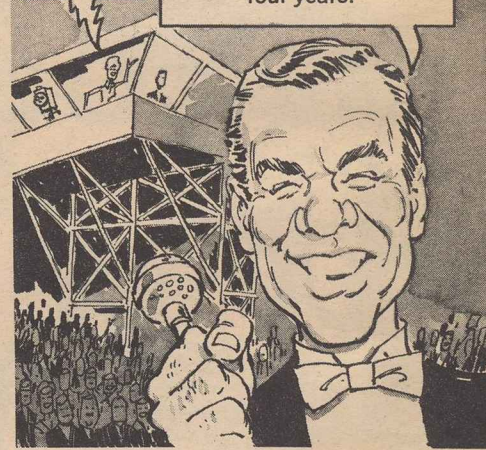
Tell me, Governor ... are you familiar with our marvelous product, **"Claire's Ol' Summer Blonde Hair Lightener and Conditioner and Beauty Set Shampoo"**?

Well, my wife uses it! Can you tell us **WHY?**

Because it gives her hair that **natural look**, it gets rid of that oily feeling, and I own the company that makes it!

Thank you, Sir—and good luck tonight! Now, back to Bert—

Thank you, June! Incidentally, tonight's winner will be given his own house, his own plane, his own boat, and his own war—all of which he may enjoy free for the next four years!



And now, for the **"Talent"** part of our **"Mr. President Pageant"**—

First, from the great state of New York—Mr. **Richard Milhous!**

**Nixon!** ... Richard Milhous **NIXON!**

Sorry about that! Tell us ... what are you going to do for us, Dick?

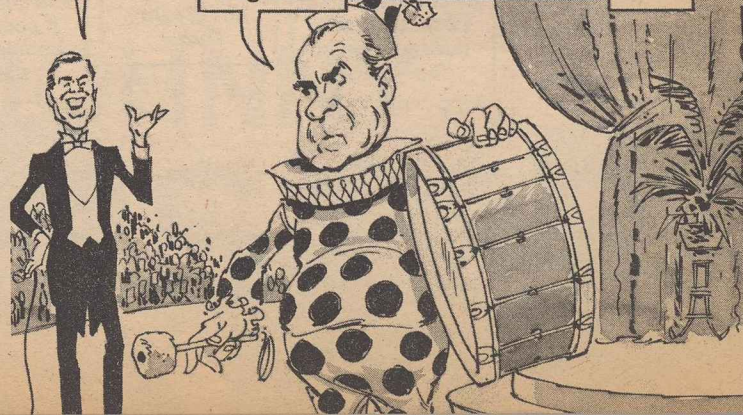
Well, I'm going to **lower taxes**, end the war, solve the poverty pr—

No, I mean for the **"Talent"** part of the show tonight!

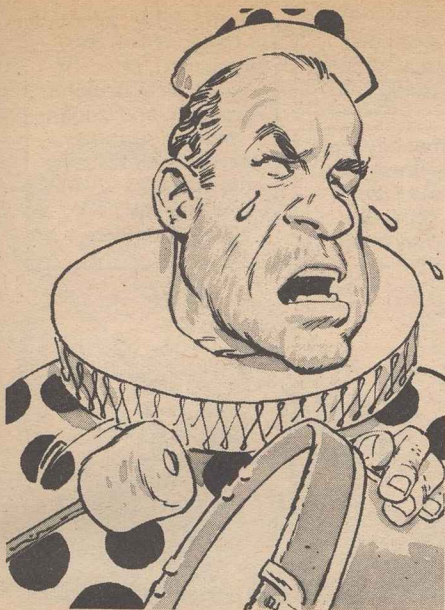
Oh, I'm going to do the aria from the opera, **"Pagliacci"**!

Great! Here, singing the aria from **"Pagliacci"** is Richard Milhous Ni—

No, I don't **SING!** I just do the crying parts!







Wonderful! And now ... representing the state of California—Gov. Ronald Reagan ...

I suppose a lot of people kid you about having the same name as the old movie star, eh, Ronnie?

I AM the old movie star, Bert!

How about that, folks? He IS the old movie star! What are you going to do for us tonight?

I'm going to tap dance down into the audience, showing only my right side—which is my good side—and sign autographs while film clips of my old love scenes are projected up on the stage!

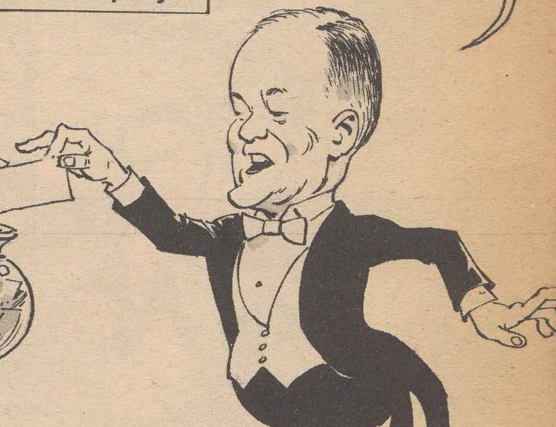


Great, Ronnie! And now, ladies and gentlemen—the "Ad Lib" portion of our program ...

Each finalist must answer a question picked from this bowl. He has not seen the question **before**, and he only has **five seconds** to think about his answer! And now, ready to pick his question—here once again is Hubert Humphrey ...

Well, it is my firm belief ...

Hold it, Hubert! Pick the question **FIRST**—**THEN** give your answer!



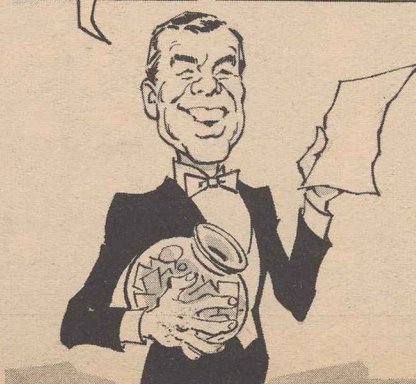
Here is your question, Hugh—and think carefully before you answer: "If you were to become President, and trouble-makers suddenly started to riot all over the country ... what would you do?" You have 5 seconds ...

Well, my mother always told me, "Two heads are better than one!" I'd call this adviser of mine in Texas, and I'd ask him what to do, and he'd tell me what to do, and I'd do it, because I **always** do what he tells me to do!

That's a very honest answer! Yes, it is ... and good luck to you! Next—Alabama's own George Wallace!

Here is your question, George—and think carefully before you answer: "If you were to become President, and trouble-makers suddenly started to riot all over the country ... what would you do?" You have 5 seconds ...

Well, I don't believe in no pussyfootin' aroun'! I'd call out the Ku Klux—I mean the National Guard!—an' wipe 'em out! That's what I'd do!





A straight-forward answer! Yes, sir! Good luck! And now, Gov. Reagan!

Here is your question, Ronnie—and think carefully before you answer: "If you were to become President, and trouble-makers suddenly started to riot all over the country... what would you do?" You have 5 seconds...

I can't answer that question!

Why not, Governor?

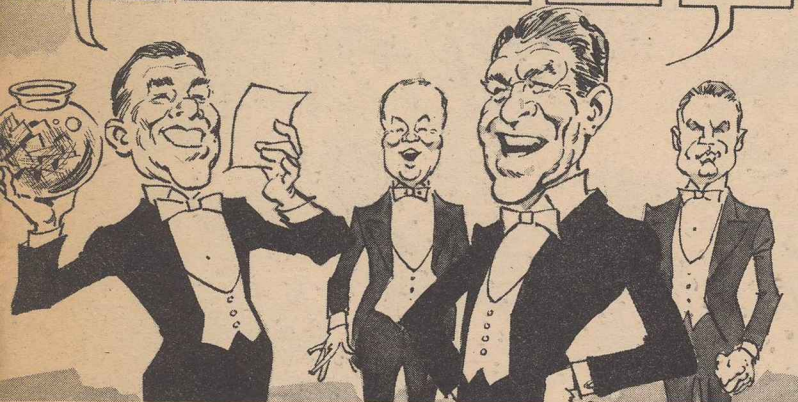
Because if I were President, that just wouldn't ever happen!

All right! Fine! I'll accept that! A very different answer—but a good one!

And now, Richard Milhous Nixon...

Somebody stole my dress suit, and I don't think it's funny at all!

Okay, here is your question, Dick: "If you were to become President, and trouble-makers suddenly started to riot all over the country... what would you do?" Five seconds...



Maybe it's funny to some of you guys back there—hiding my dress suit like that—but I don't think so! If I don't get it back fast, I'm going to report you! And don't think I don't know who you are!!

Okay, fine! Time's up! Good luck, Dick! And now... up to the booth and lovely June Lockliver—with an interesting interview!

Thank you, Bert! I'm here with the last winner of the "Mr. President Pageant"... Lyndon Baines Johnson! Tell us, Lyndon, did being "Mr. President" for the past four years benefit you in any way?

It certainly did, June! For one thing, Ah got both mah daughters married off—somethin' Ah never would've been able t' do if Ah hadn't been "Mr. President"! An' mah wife an' Ah visited fifty-four countries! We never would've done THAT!

And what would you say was the one greatest contribution you made during your 4 years as "Mr. President"?



And now... the moment you've all been waiting for! May I have the Judges' final tallies, please?

The third runner-up is... from Alabama... George C. Wallace!!

Congratulations, sir! Of course, there'll be a job waiting for you in Washington! All finalists and their family and their friends will be put on the Government's payroll for the next four years!

I want J. Edgar Hoover's job! Just give me Hoover's job!





The second runner-up... from Minnesota... is **Hubert Horatio Humphrey!** Congratulations, Hubert!

And tell us— what job do **YOU** want in Washington?

I'll take anything! Just tell me what you want me to do and I'll do it!

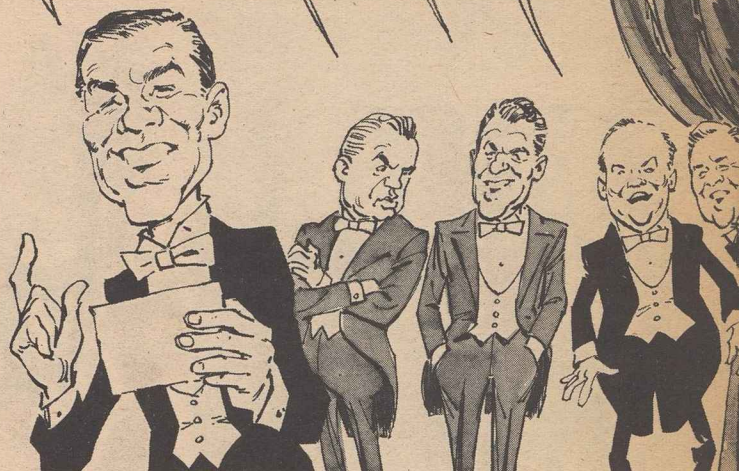
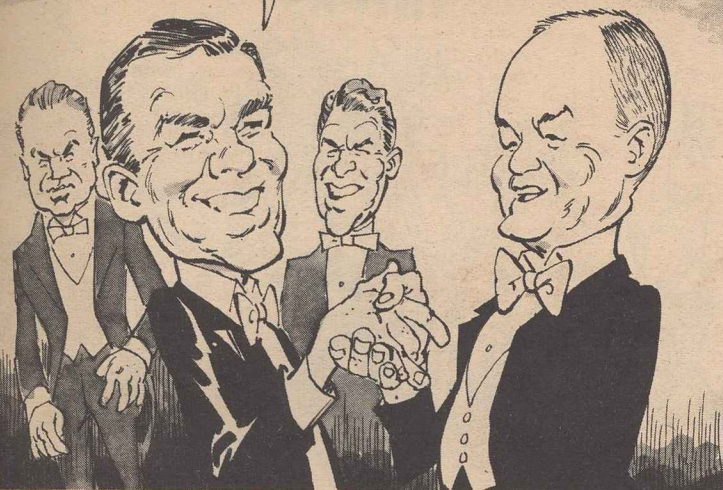
And the first runner up... from the great state of Maryland... **SPIRO AGNEW!**

Who? ? Who'd he say? ?

I think he said **Spyros Skouras!**

What's "Agnew"?

I dunno! What's Agnew with you?



And that, of course, means that the winner of the "Mr. President Pageant"... and the new Chief Executive of the United States is New York's **Richard M. Nixon!**

I'll bet it was **YOU** who stole my dress suit! Well, I'll get even, Bert— You'll see...

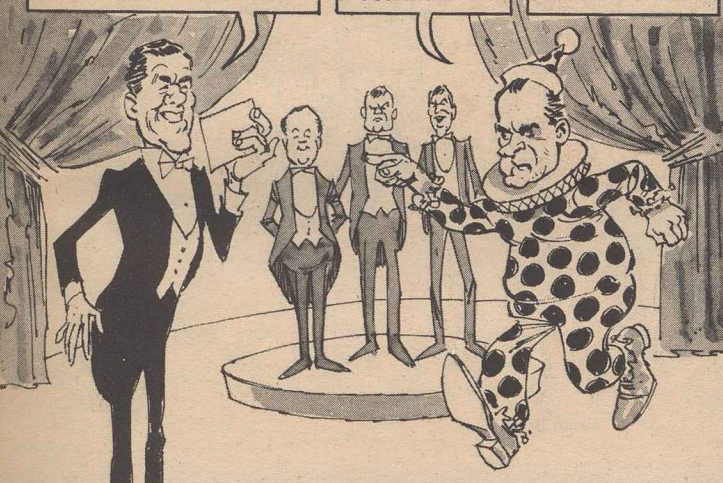
I'll have your **Federal Income Tax Reports** examined with a **fine-toothed comb!** You'll see!

This must be a very thrilling moment for you, "Mr. President!"

I was always confident that I'd win! It comes as no surprise to me! They thought they could make me look ridiculous, but they were wrong!

Well, now they're in for four years of hell, I'll tell you that! I'll get even with all of them! You'll see!

Anybody wanna debate! C'mon! I'll debate anybody! !



He's got a marvelous sense of humor, eh, folks? !

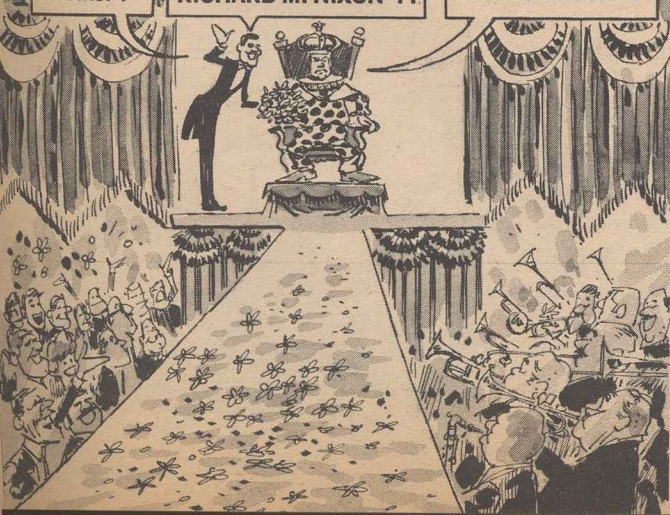
And now, as you take that long walk down the ramp, I crown you "**MR. PRESIDENT ... RICHARD M. NIXON!**" !

Walk? You want me to **WALK** down that ramp? Where's my fancy Presidential car? !

There he is... Mr. President! He is now... Our ideal!

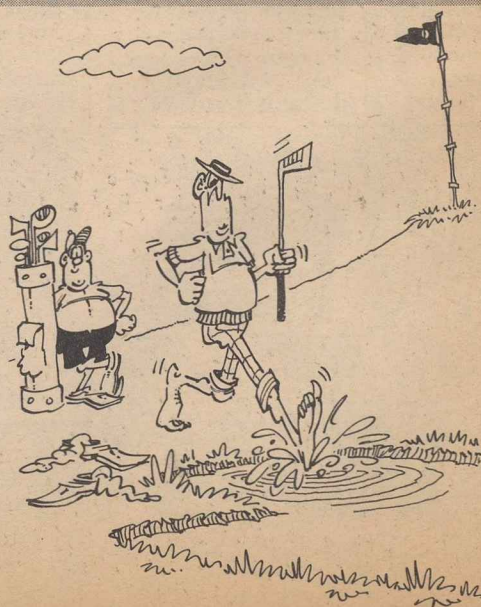
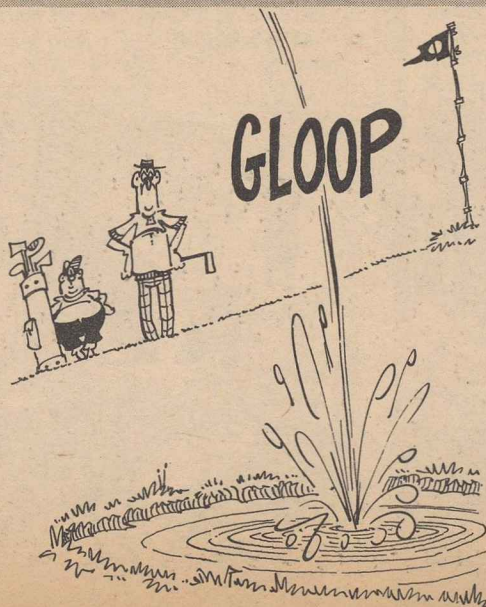
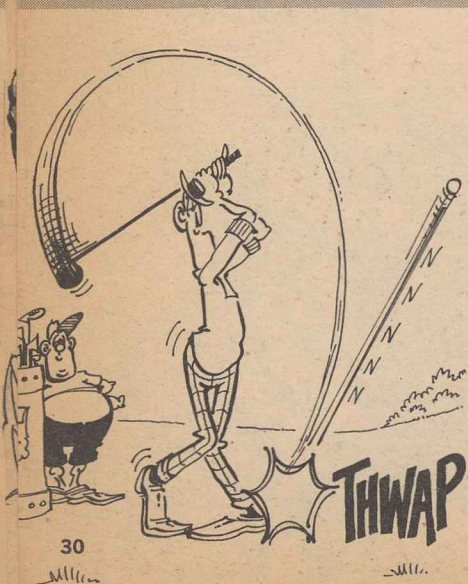
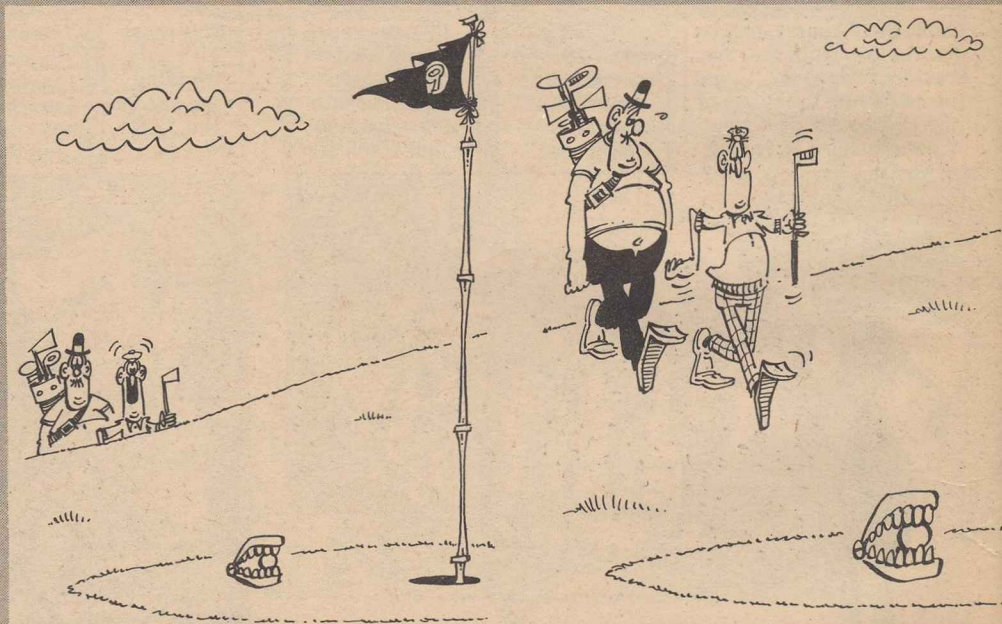
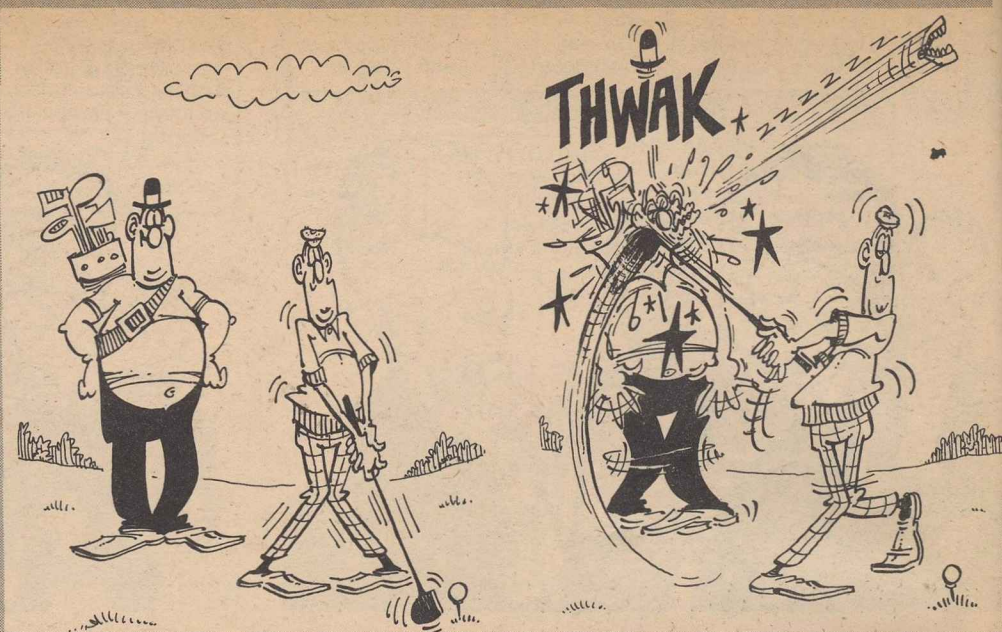
Full of warmth... And tears... And sentiment...

Can you believe... That he's... For real? !

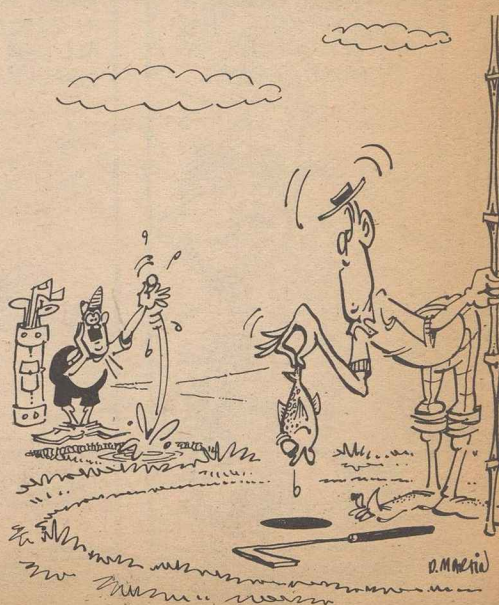
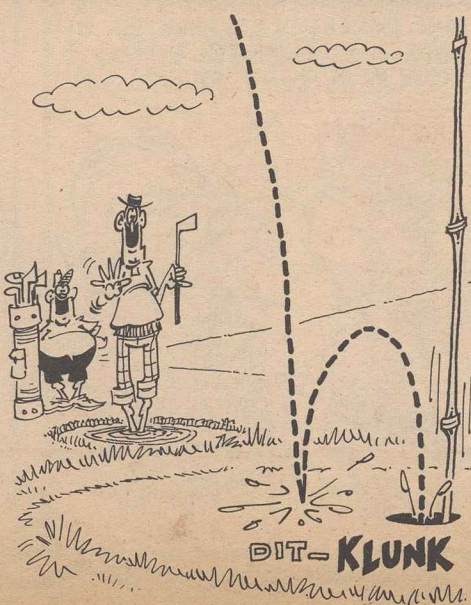
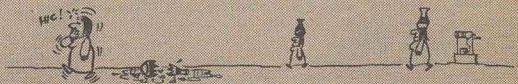
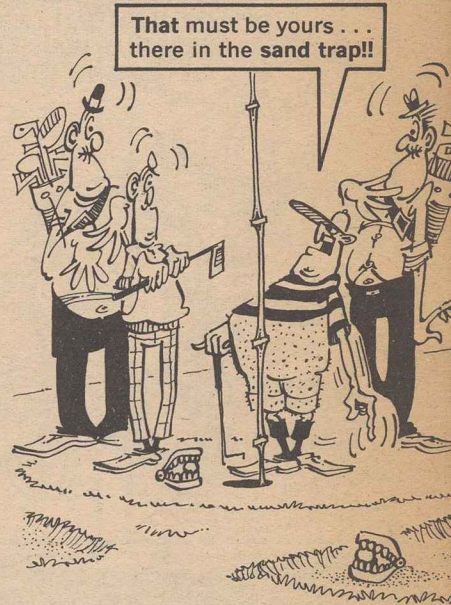
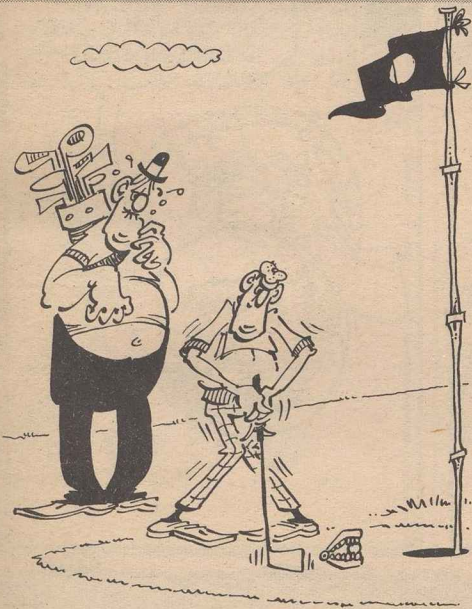
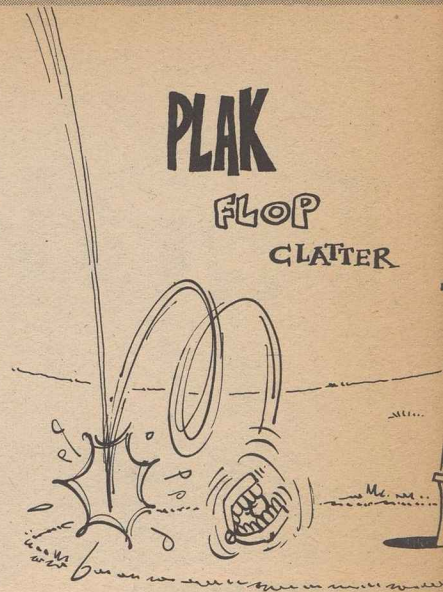
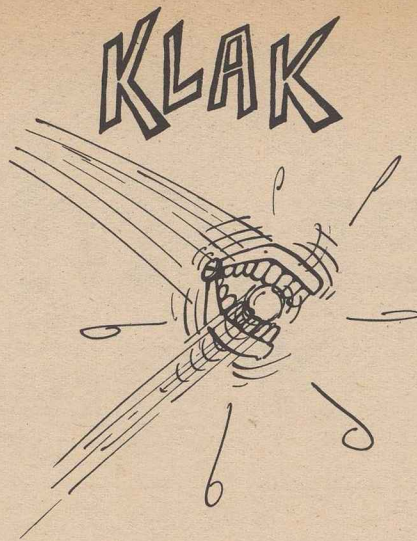
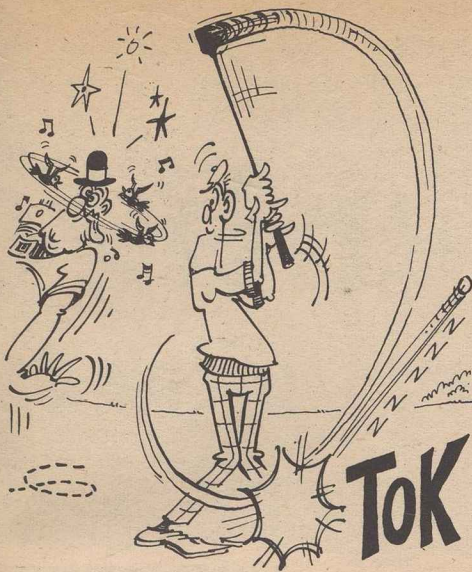




# DON MARTIN ON THE GOLF COURSE





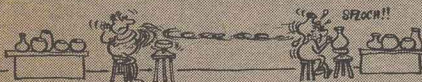




A few issues back, MAD published some samples of a little-known early 1918 comic strip from the Hamburg Post-Dispatch which presented the other side of that epic struggle of

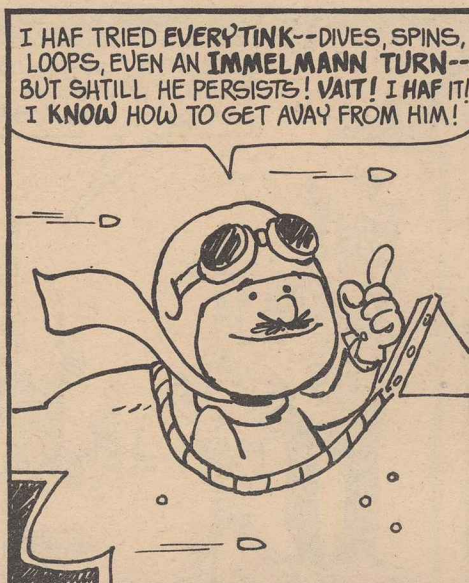
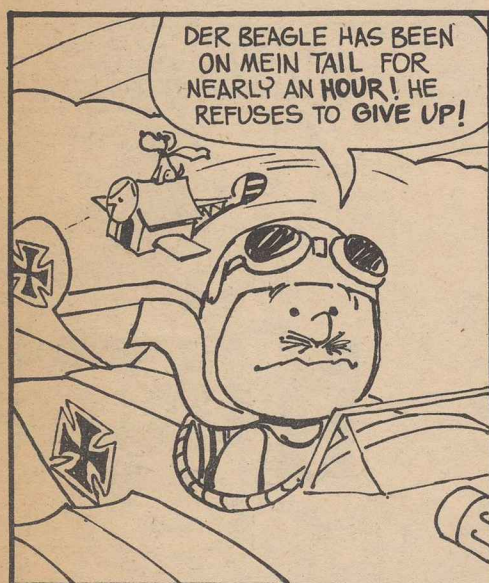
# Further Adventure

## OR "Security Ist Eine Gro



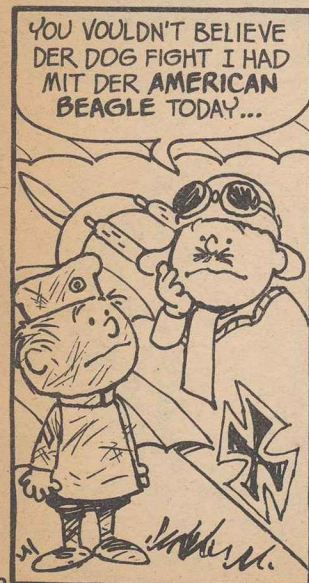
ARTIST: JACK RICKARD

### THE RED BARON



by CARL SCHULTZ

### THE RED BARON



by CARL SCHULTZ





World War I...mainly Snoopy's run-ins with The Red Baron. Now, in response to popular demand (and because the author knows we have relatives living in Germany), here are some

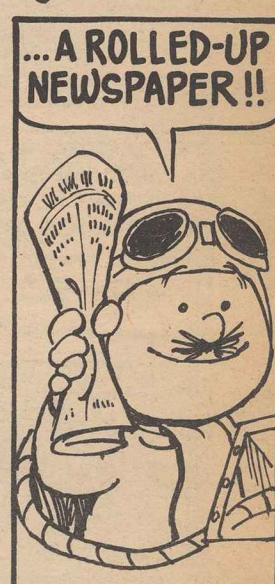
# s Of The Red Baron unded Beaglehundert"

WRITER: FRANK JACOBS



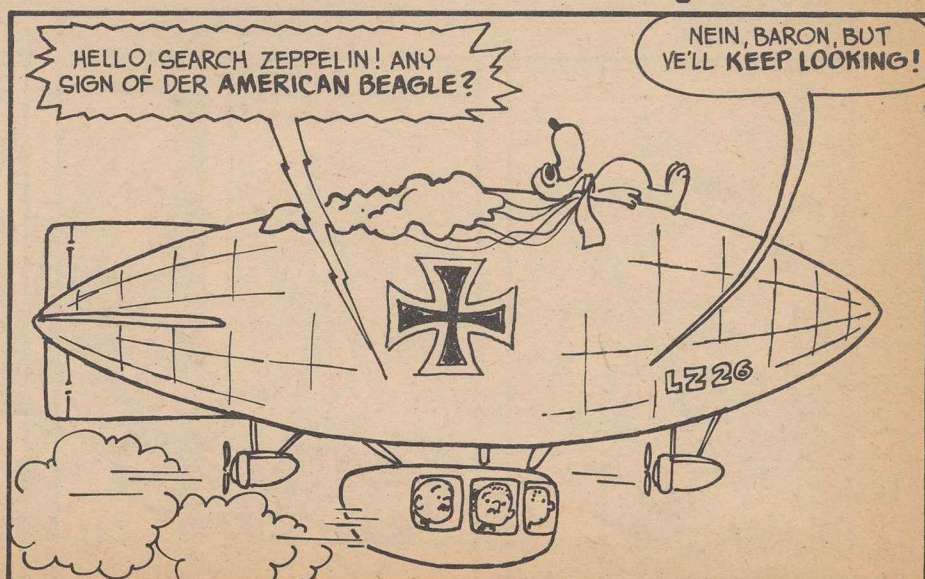
## THE RED BARON

by CARL SCHULTZ



## THE RED BARON

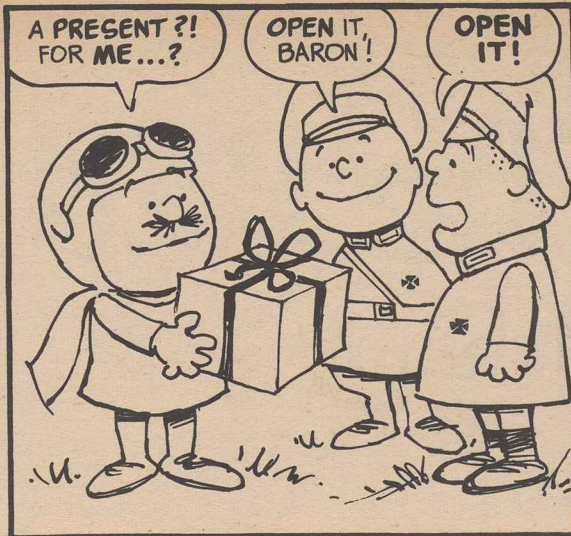
by CARL SCHULTZ





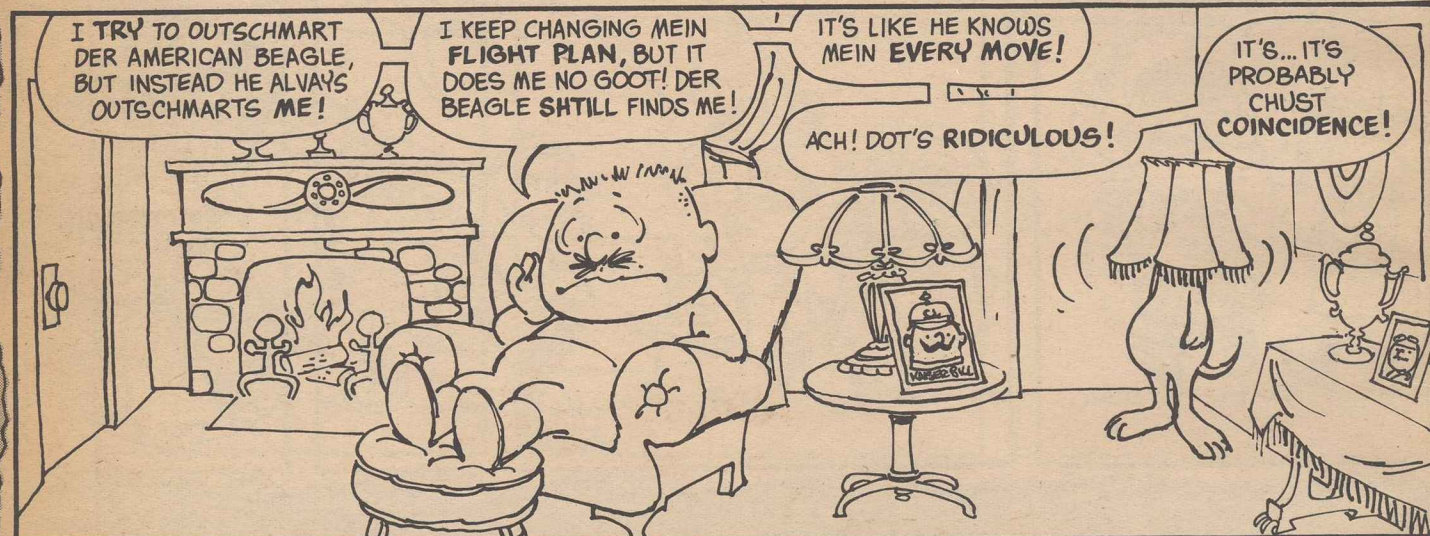
## THE RED BARON

by CARL SCHULTZ



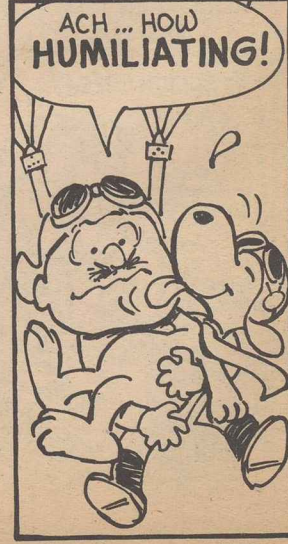
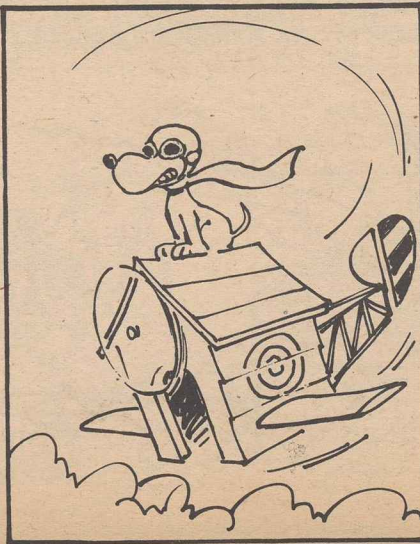
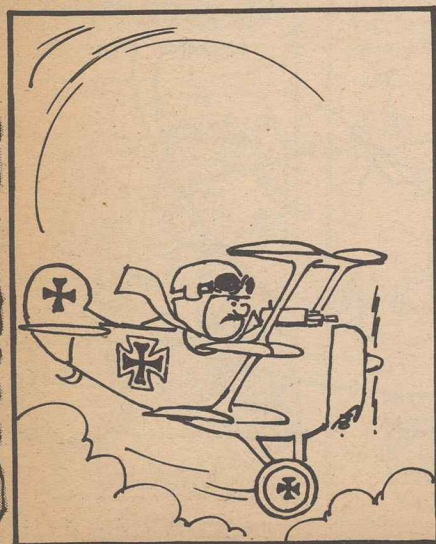
## THE RED BARON

by CARL SCHULTZ

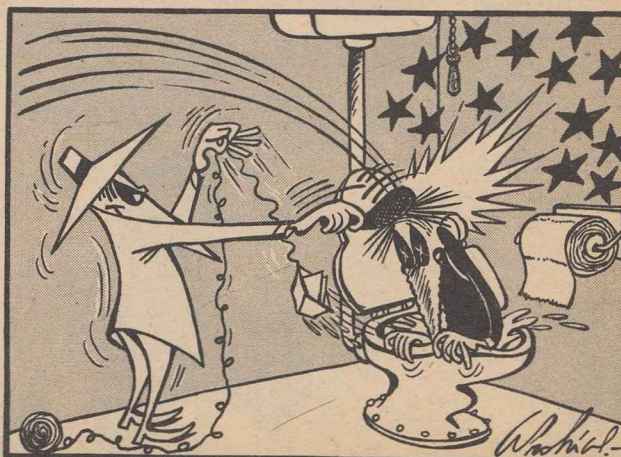
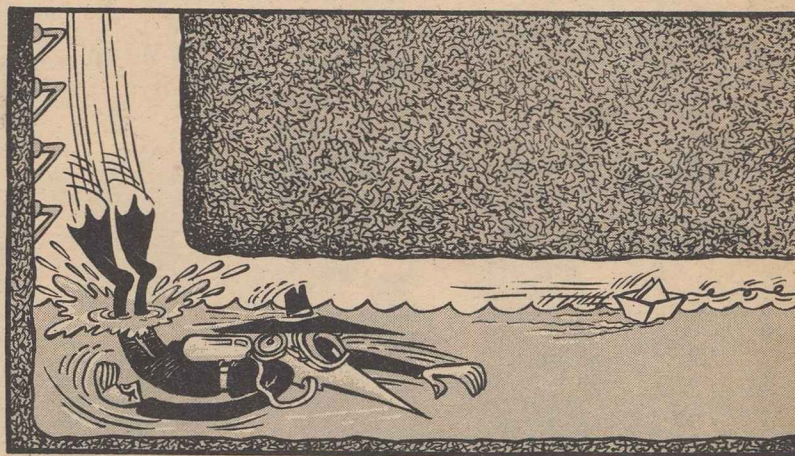
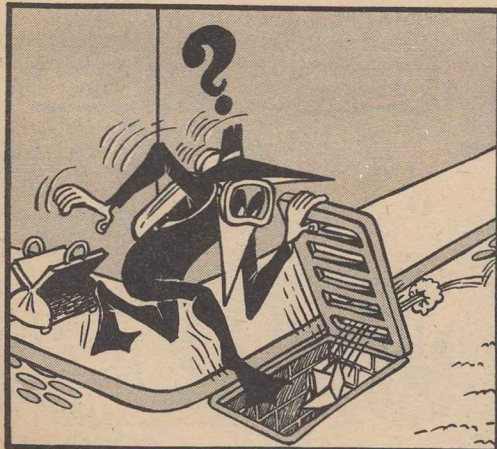
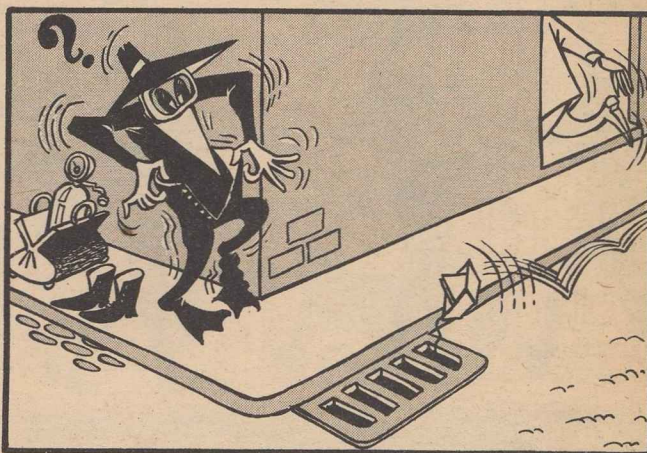
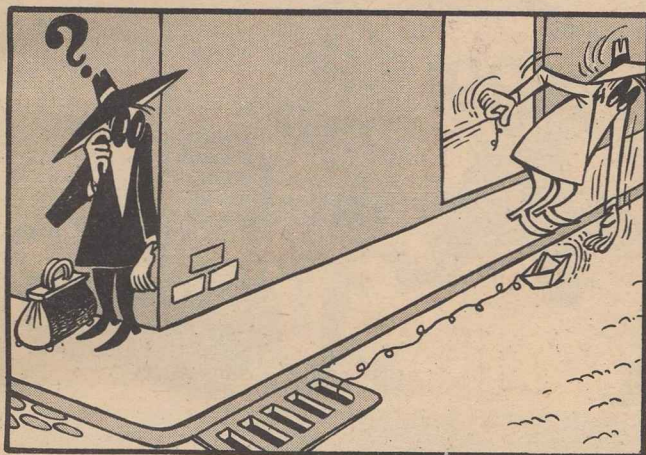
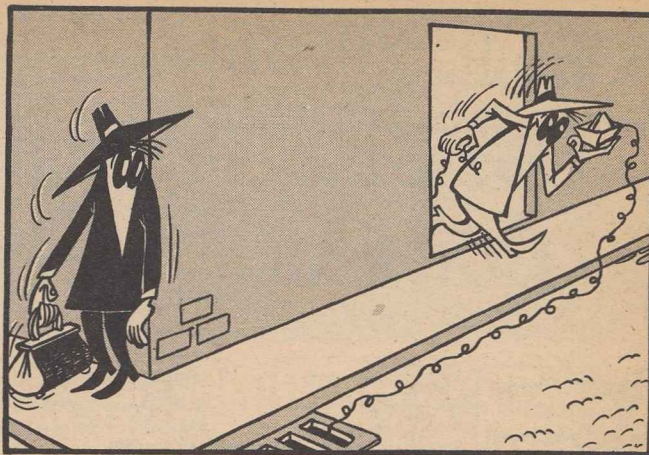
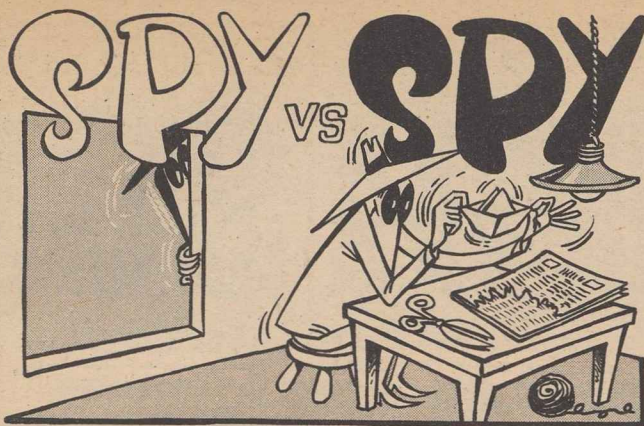


## THE RED BARON

by CARL SCHULTZ



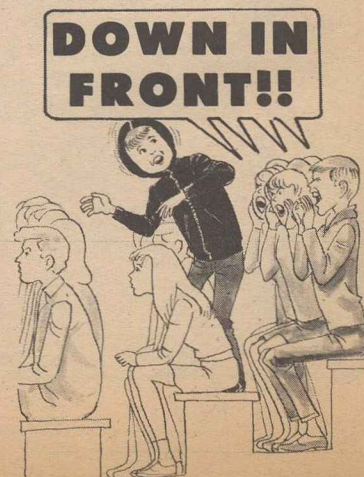
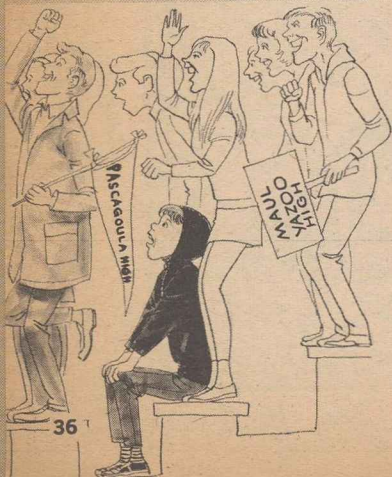
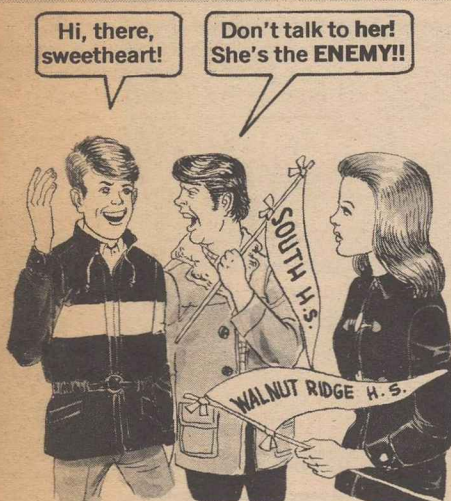




Come!!  
CLANG



# THE LIGHTER SIDE OF HIGH SCHOOL

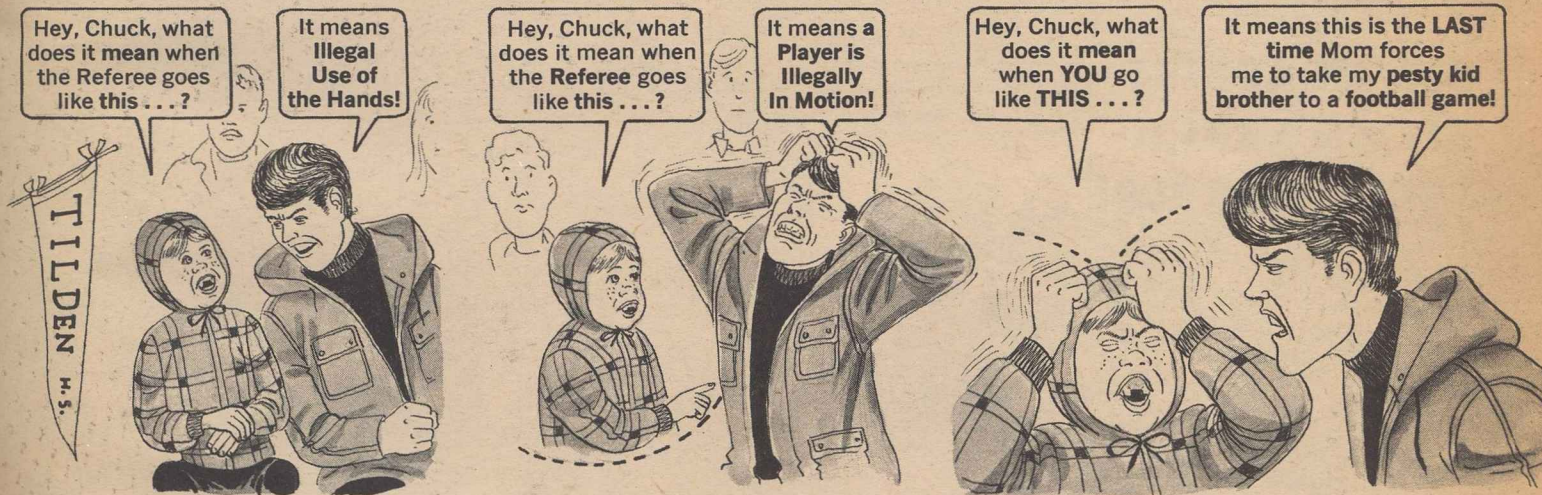
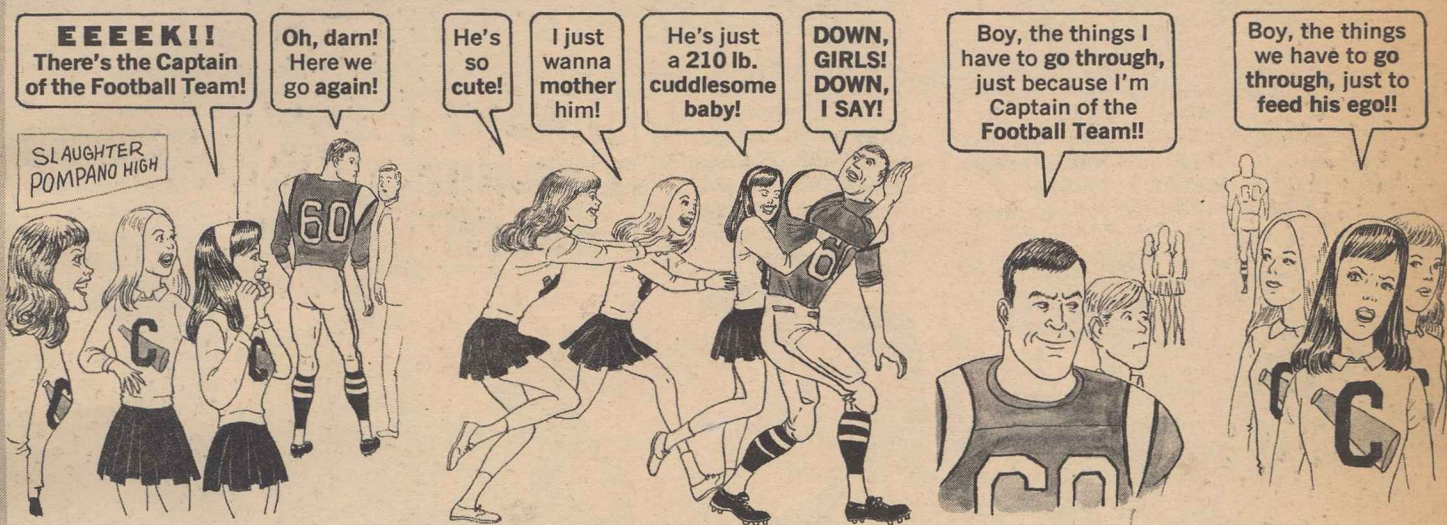






# COOL FOOTBALL

ARTIST & WRITER: DAVE BERG





**BLOCK THAT KICK!  
BLOCK THAT KICK!**

CHILHOWIE H.S. 12  
CHINCOTEAGUE 12

**WILL EVERYBODY PLEASE  
SHUT THE HECK UP!? I'M  
TRYING TO LISTEN TO THE  
WORLD SERIES!!**

Let me explain the  
game to you, Jean!  
Each team gets four  
downs or chances to  
try to move the ball  
ten yards. If they—

Hold it!  
I don't  
need YOU  
to explain  
Football  
to ME!!

MUKWONG H.S.

**I'LL TAKE  
FOUR HOT  
DOGS AND  
TWO COKES!**

**TWO  
FRANKS  
OVER  
HERE!**

**GIVE  
ME  
THREE,  
PAL!**

Two hot  
dogs,  
please!

You'll never get  
anything THAT way!  
**SPEAK UP** and  
**ASSERT** yourself!  
It's the squeaky  
wheel that gets  
the grease!

**I WANT  
TWO HOT  
DOGS!!**

**DON'T  
YELL  
AT ME,  
PUNK!!**

Did you  
get the  
hot dogs?

No ...  
but he  
greased  
my wheel!

LET'S GO  
HOP BOTTIN'  
HIGH  
SLAUGHTER  
MONOW/ HIGH

Hot Dogs and Soda

**HIT 'EM AGAIN!  
HIT 'EM AGAIN!  
HARDER! HARDER!**

Boy, this is the most  
exciting Football Game  
I've ever been at!

KILL CRAB ORCHARDHS  
WIN TURTLETOWN HIGH

Hey, there's Judy!  
**HI, THERE, JUDY!**

Her clothes are  
always such a mess!

Did you see  
those cute  
boys three  
rows back?

See them?! I've got a  
headache from staring  
at them out of the  
corners of my eyes!

There's Miss Randall,  
my English teacher!  
She dyes her hair!

What does she  
think she is—  
a student?!

**BREAK  
BROKEN  
BOW HIGH**

TONGANOX H.S.



My Father and Brother are fanatic fans! Why I was practically brought up on Football! So don't try to put ME down with your typical MALE SUPERIORITY!



Wait! Let ME explain the game to YOU! That guy is getting the ball and he's running around end with those other two guys blocking for him! And now he's handing it to that other guy who's cutting back across and . . . He's broken through!! YAHOO!! WOW!!



IT'S A HOME RUN!!



As Principal of the school, I've really got a problem with these Football Games—because everybody wants to get into the act!

That's why we've got the equivalent of three separate teams on the Squad!

And we've got a huge Cheer Leader group!

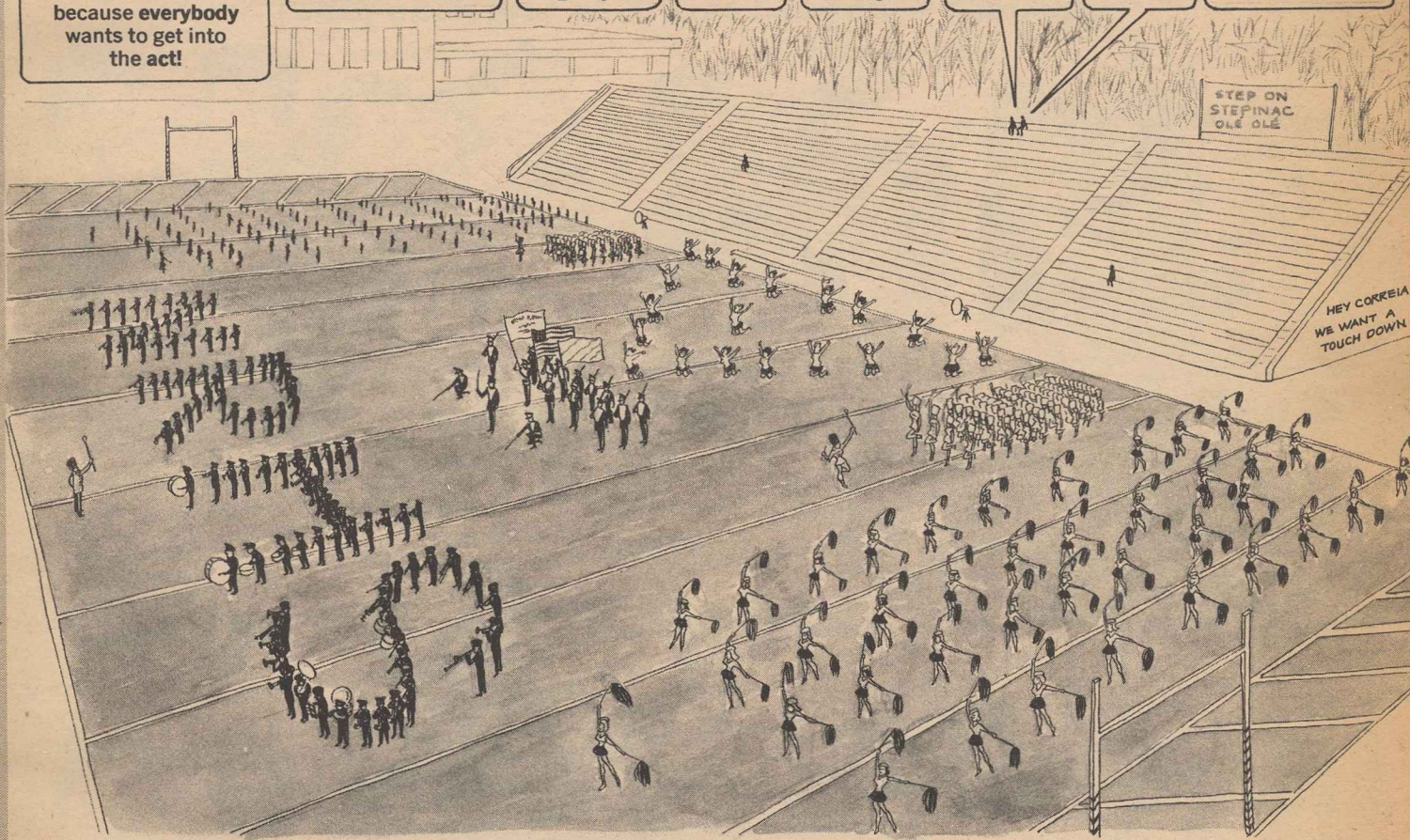
And a gigantic 100-piece Band!

And a very large Drum Majorette Contingent!

And an even larger Pom-Pom-Girl Formation!

So what's your problem?

Nobody's left in the stands to watch the Half-Time Ceremonies!



OOOOH!!



What's all the noise?

The game's over!

Who won?

They did!

—sob—sob— Isn't that heart-breaking?!

Yeah—sob—it's awful watching your team lose!





What's it called when both teams are so widely separated and strung out across the field?

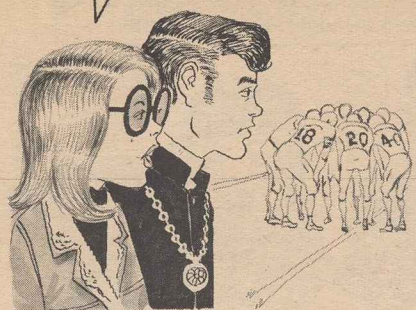
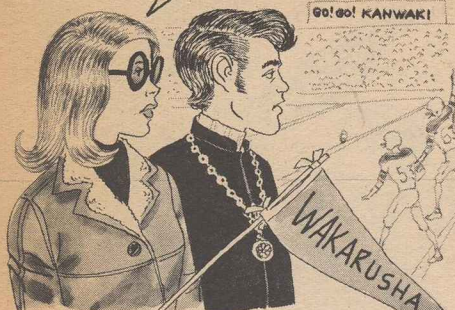
The "Kickoff"!

What's it called when one team forms a circle with their heads together?

A "Huddle"!

What's it called when both teams and the Referees crawl around on their hands and knees?

"Find The Lost Contact Lens"!

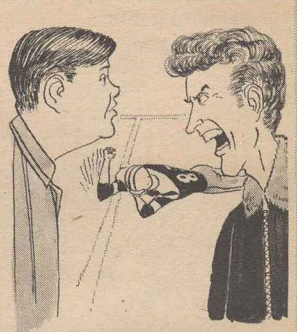
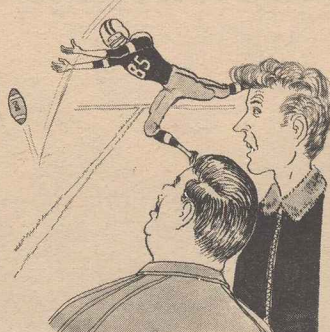
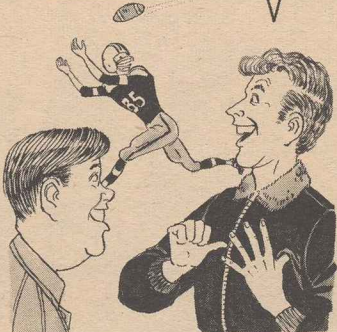
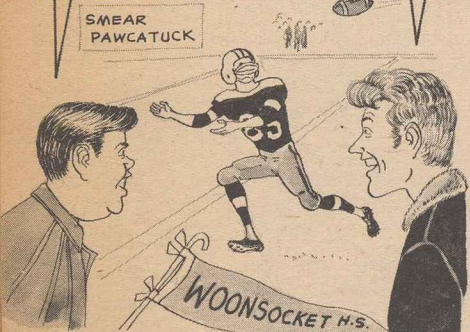


We're passing!! WE'RE PASSING!! That's Danny Colby going out for it!

Danny Colby?! I know him!! He's in my Math Class!

He sits right next to me! He's a close personal friend of mine! He's a real nice guy! And he's a ...

... A LOUSY FOOTBALL PLAYER!



Gee, I'd love to play football and have the girls make a fuss over me! I guess the closest I'll ever get is catching the ball when it goes over the goal posts for the extra point!

HERE IT COMES!

I'VE GOT IT!

NO ... I DO!

LE'GO OF IT!

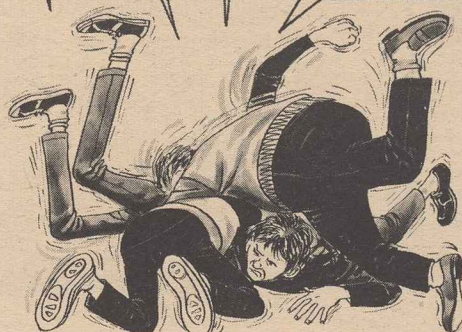
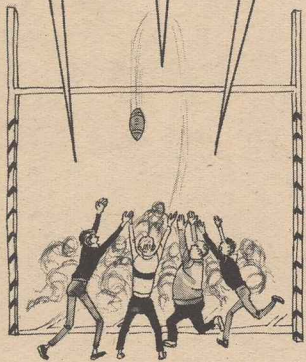
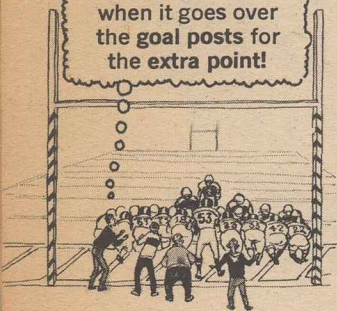
I HAD IT FIRST!

GET OFF ME!

OUCH! HEY! STOP! GET YOUR ELBOW OUT OF MY EYE!!

Golly! How'd you get hurt like THAT???

Playing football!! Didn't you see me? I was involved in making the extra point that won the game today!

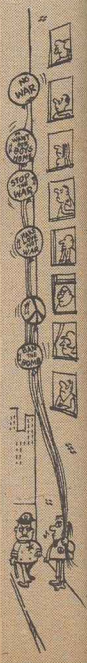
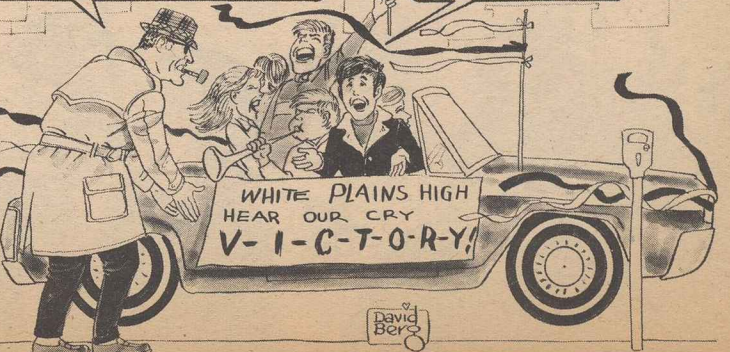
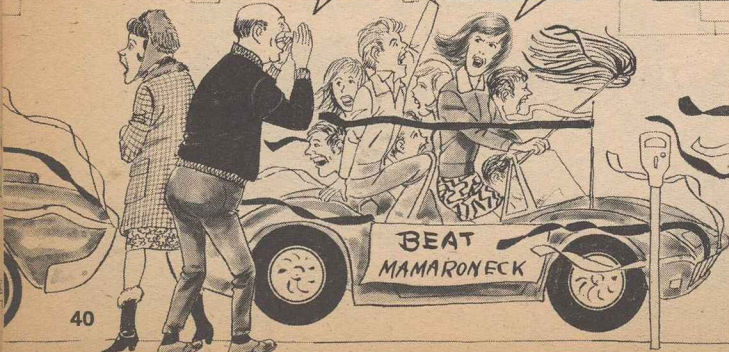


Look at all those crazy kids! They're from the High School! I TAKE IT WE WON THE GAME!

NOPE!! WE LOST!!

Then what's the reason for racing around town, yelling and blowing horns and waving pennants and pom-poms??

WE GOTTA HAVE A REASON??





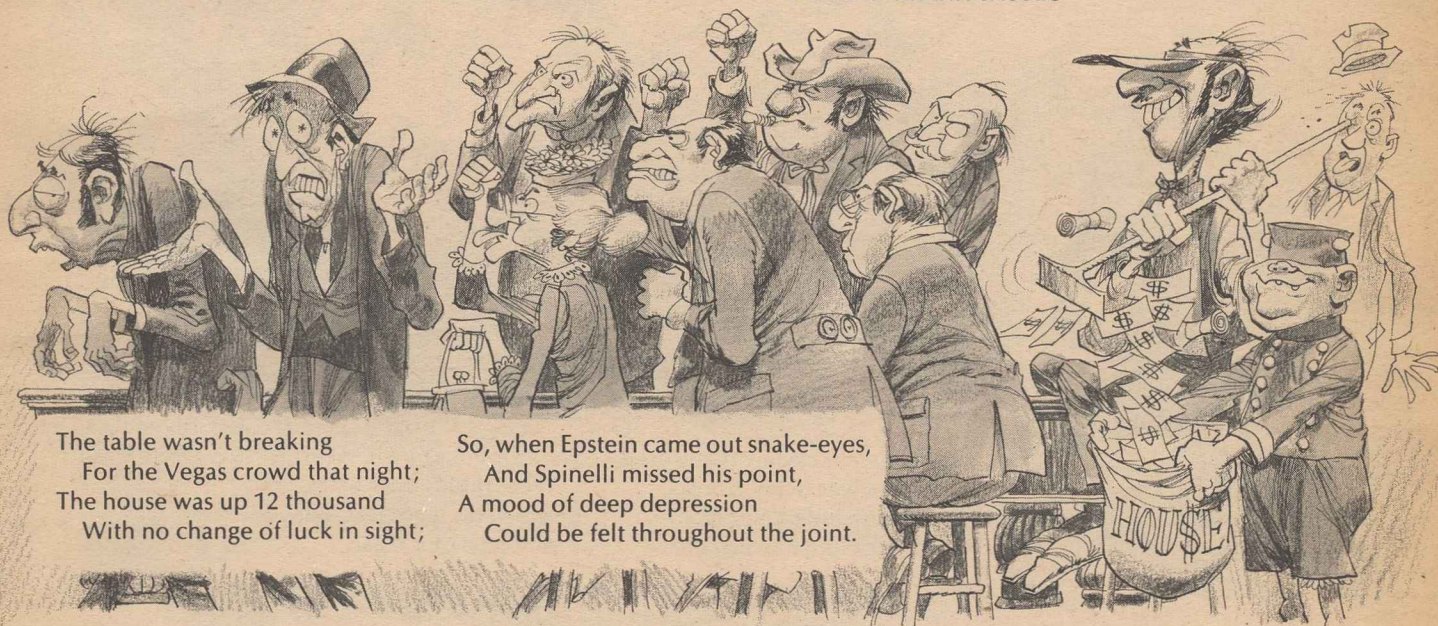
Frank Jacobs, our MAD "Poet Lauridiot", now brings us a typical example of the kind of thing you'll find in his latest MAD Paperback Book of all-new and original poems entitled "MAD For Better or Verse" (See page 48!)...

# CASEY AT THE DICE

*(with apologies to Ernest Lawrence Thayer)*

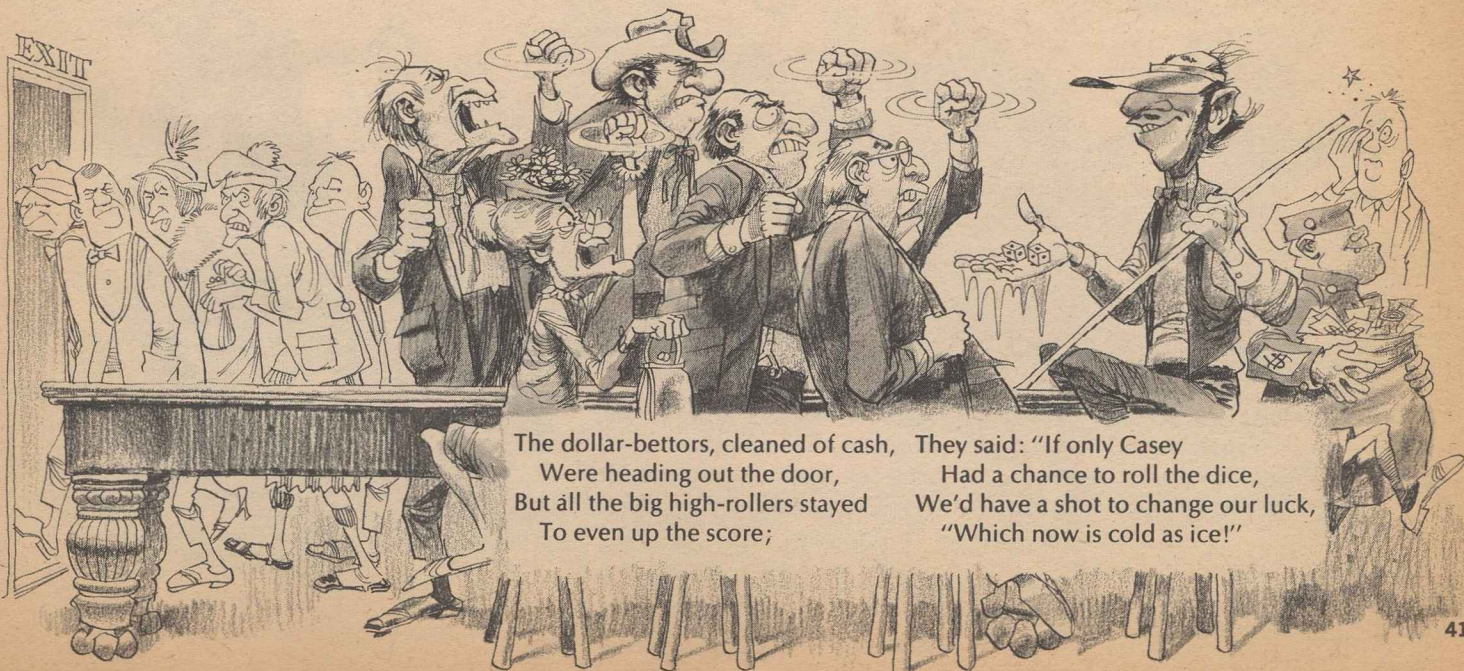
ARTIST: JACK DAVIS

WRITER: FRANK JACOBS



The table wasn't breaking  
For the Vegas crowd that night;  
The house was up 12 thousand  
With no change of luck in sight;

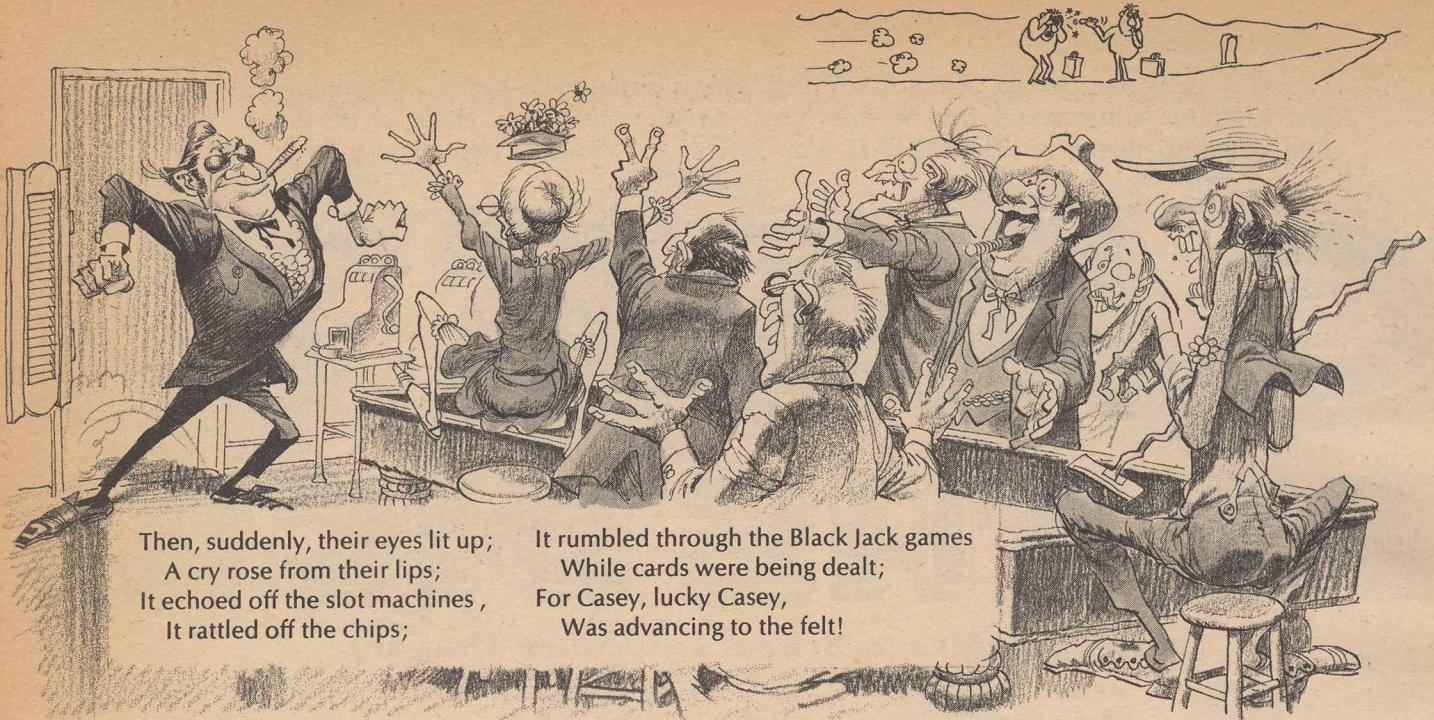
So, when Epstein came out snake-eyes,  
And Spinelli missed his point,  
A mood of deep depression  
Could be felt throughout the joint.



The dollar-bettors, cleaned of cash,  
Were heading out the door,  
But all the big high-rollers stayed  
To even up the score;

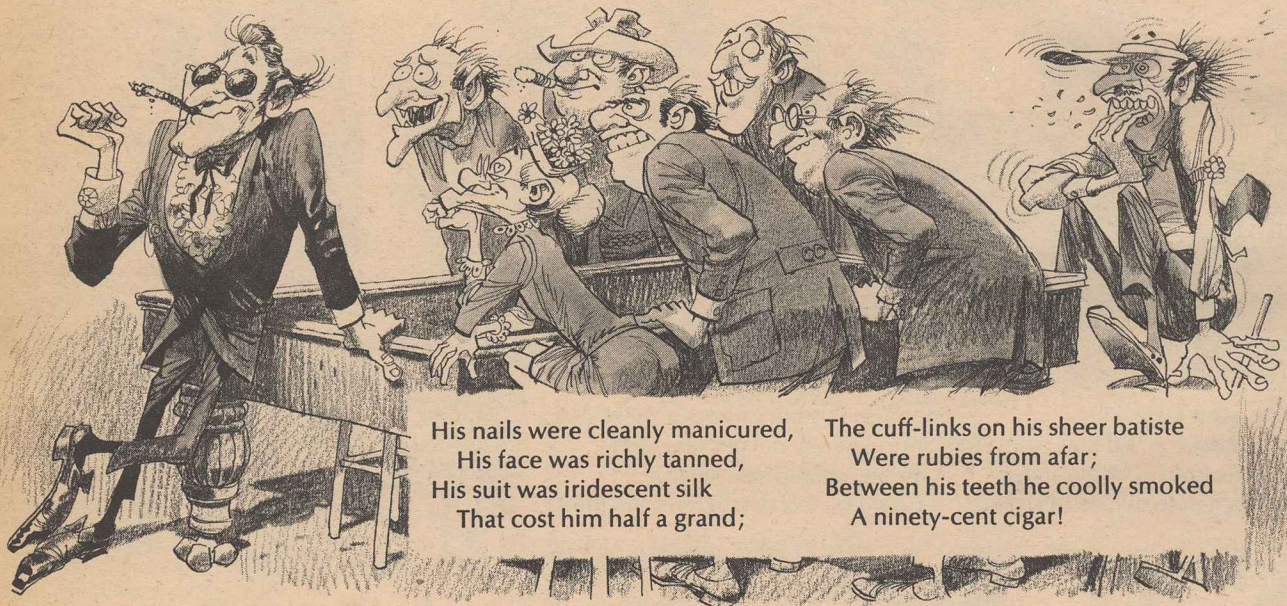
They said: "If only Casey  
Had a chance to roll the dice,  
We'd have a shot to change our luck,  
"Which now is cold as ice!"





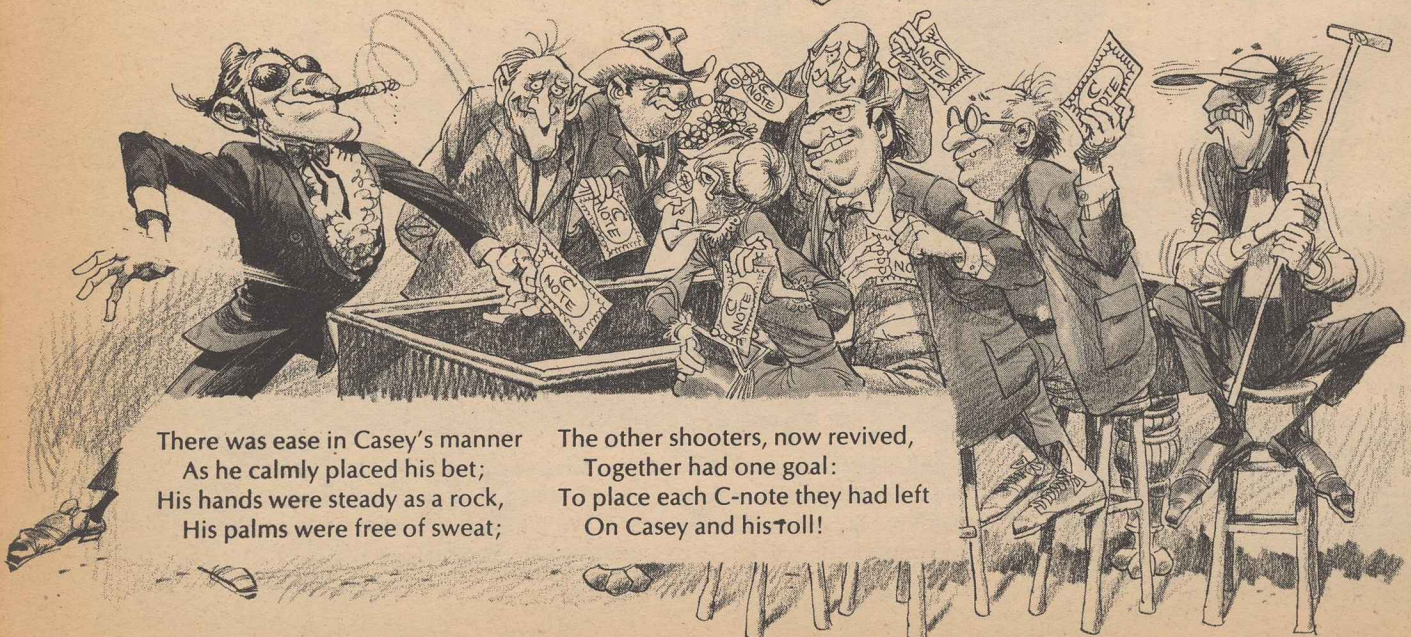
Then, suddenly, their eyes lit up;  
A cry rose from their lips;  
It echoed off the slot machines,  
It rattled off the chips;

It rumbled through the Black Jack games  
While cards were being dealt;  
For Casey, lucky Casey,  
Was advancing to the felt!



His nails were cleanly manicured,  
His face was richly tanned,  
His suit was iridescent silk  
That cost him half a grand;

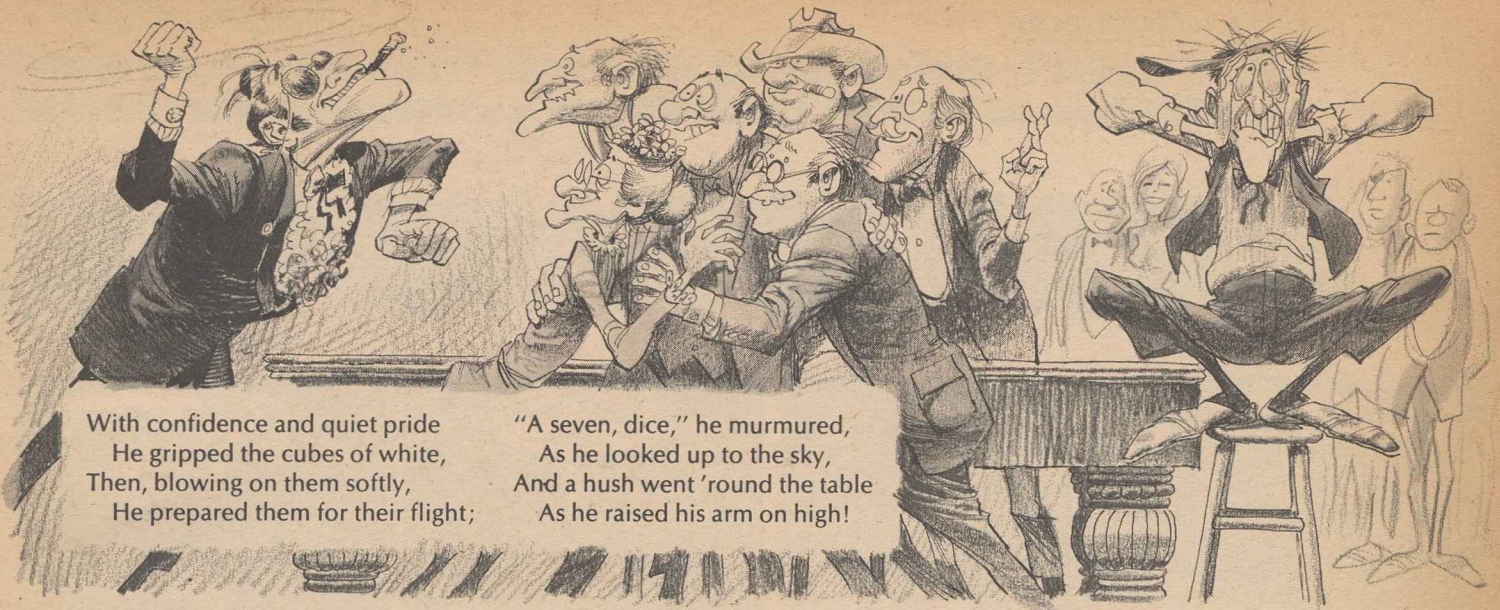
The cuff-links on his sheer batiste  
Were rubies from afar;  
Between his teeth he coolly smoked  
A ninety-cent cigar!



There was ease in Casey's manner  
As he calmly placed his bet;  
His hands were steady as a rock,  
His palms were free of sweat;

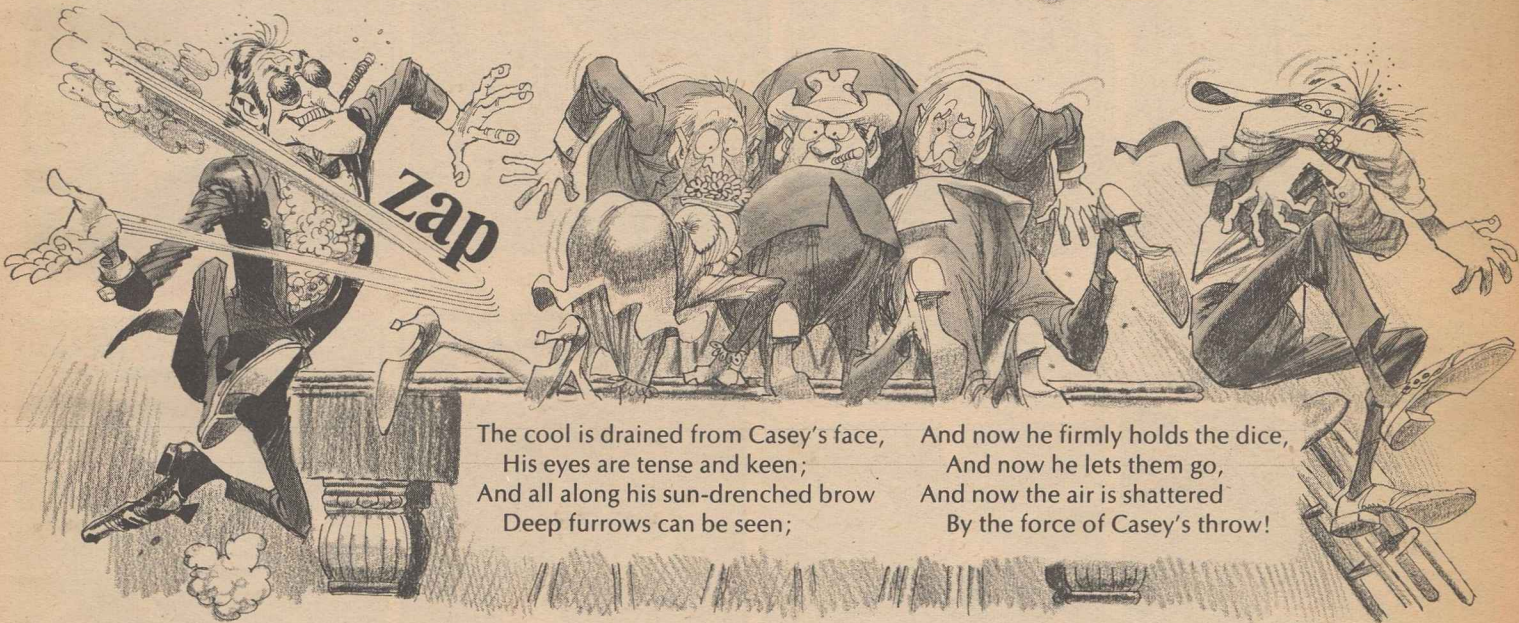
The other shooters, now revived,  
Together had one goal:  
To place each C-note they had left  
On Casey and his toll!





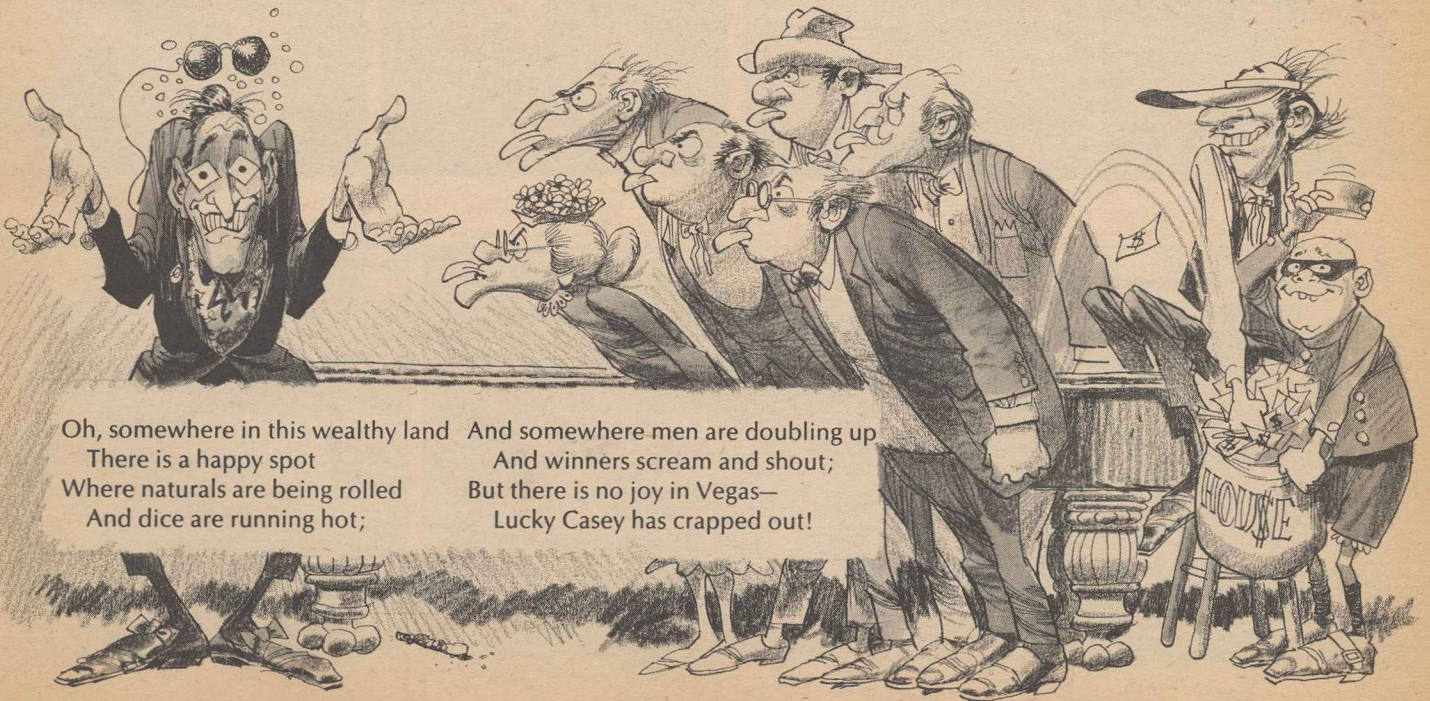
With confidence and quiet pride  
He gripped the cubes of white,  
Then, blowing on them softly,  
He prepared them for their flight;

"A seven, dice," he murmured,  
As he looked up to the sky,  
And a hush went 'round the table  
As he raised his arm on high!



The cool is drained from Casey's face,  
His eyes are tense and keen;  
And all along his sun-drenched brow  
Deep furrows can be seen;

And now he firmly holds the dice,  
And now he lets them go,  
And now the air is shattered  
By the force of Casey's throw!



Oh, somewhere in this wealthy land  
There is a happy spot  
Where naturals are being rolled  
And dice are running hot;

And somewhere men are doubling up  
And winners scream and shout;  
But there is no joy in Vegas—  
Lucky Casey has crapped out!

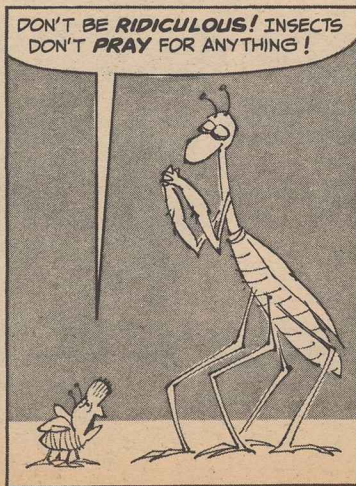
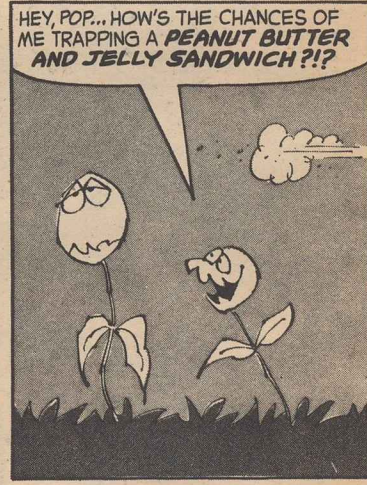
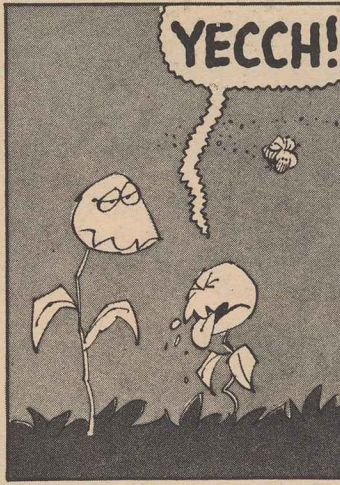
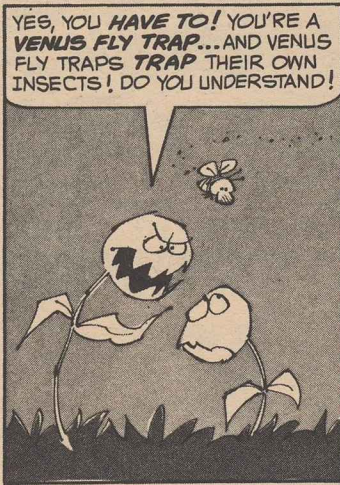
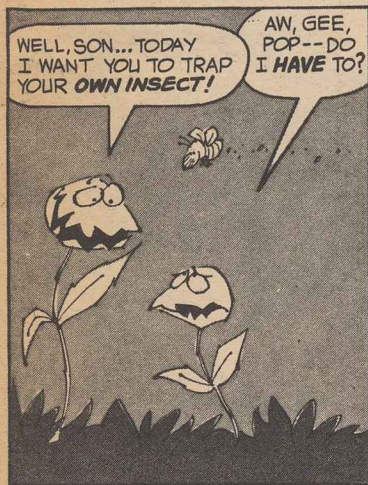
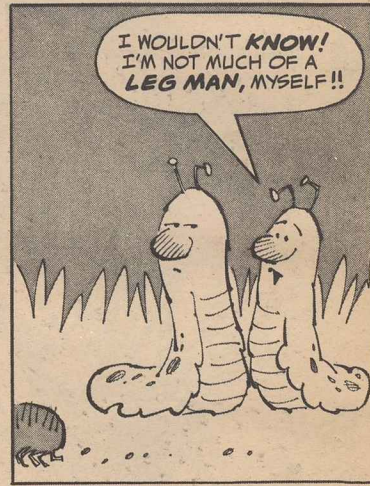
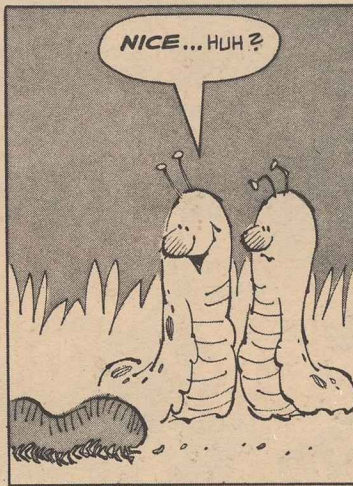
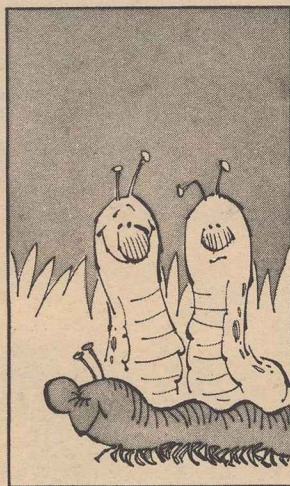
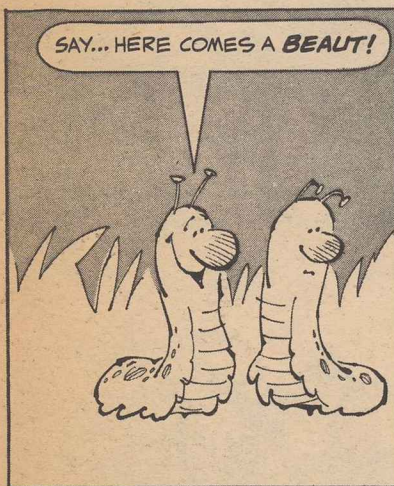


The noted scientist, Eli Mathers (Hofstra '48), once theorized: "We can learn a lot about ourselves from other forms of life, and they, in turn, can learn a lot about themselves from us!" Eli's father,



# A MAD LOOK AT BUGS

ARTIST: PAUL COKER, JR.



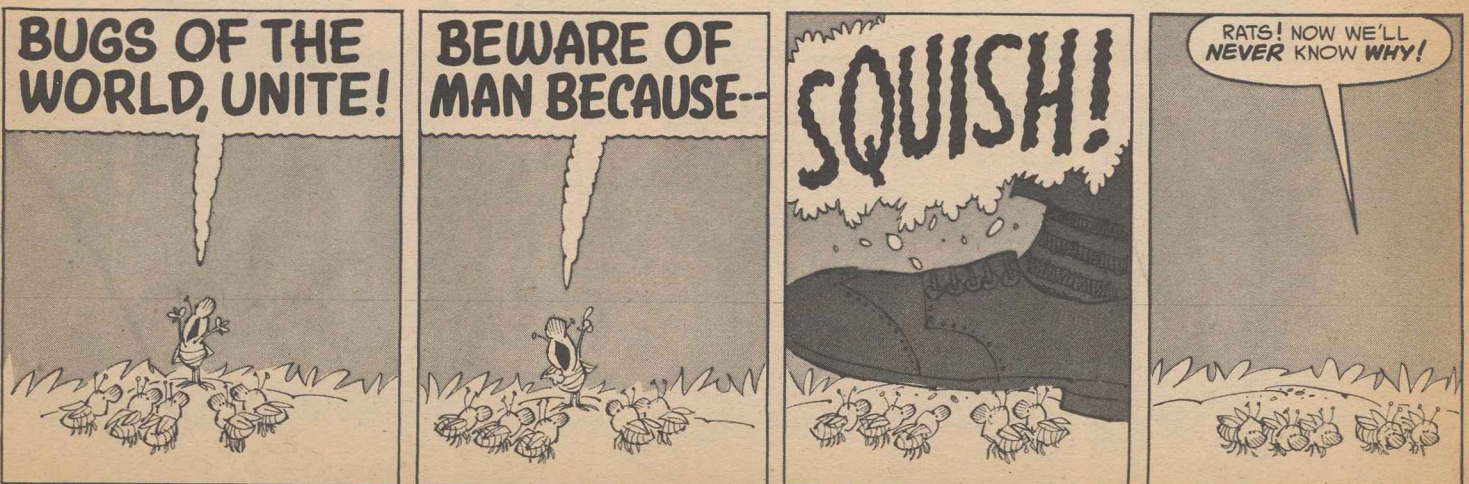
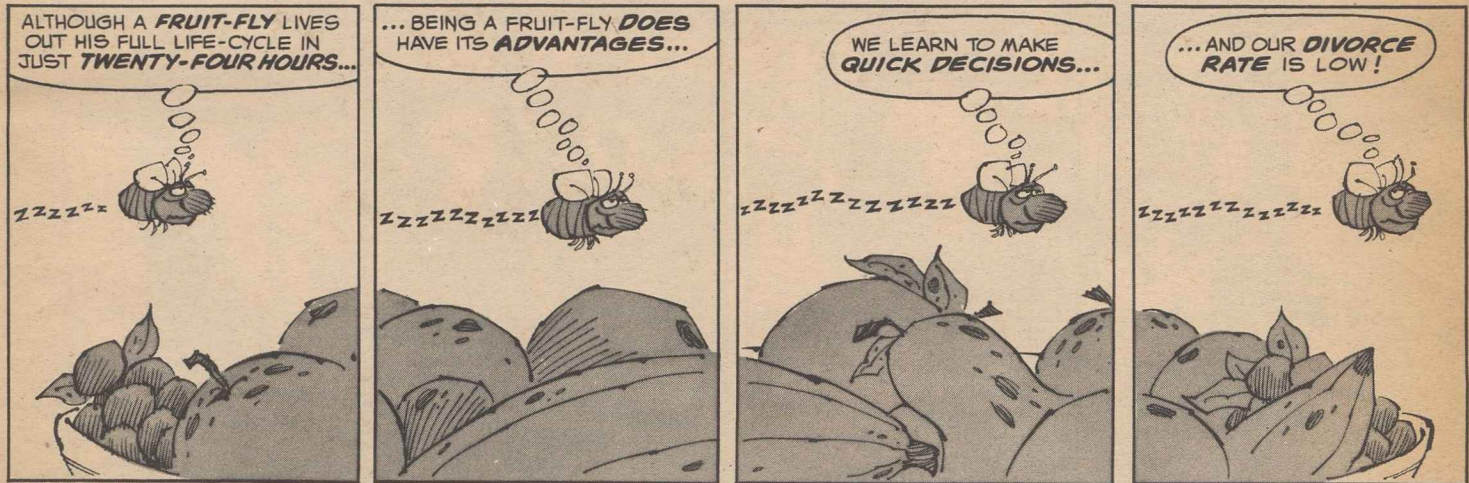
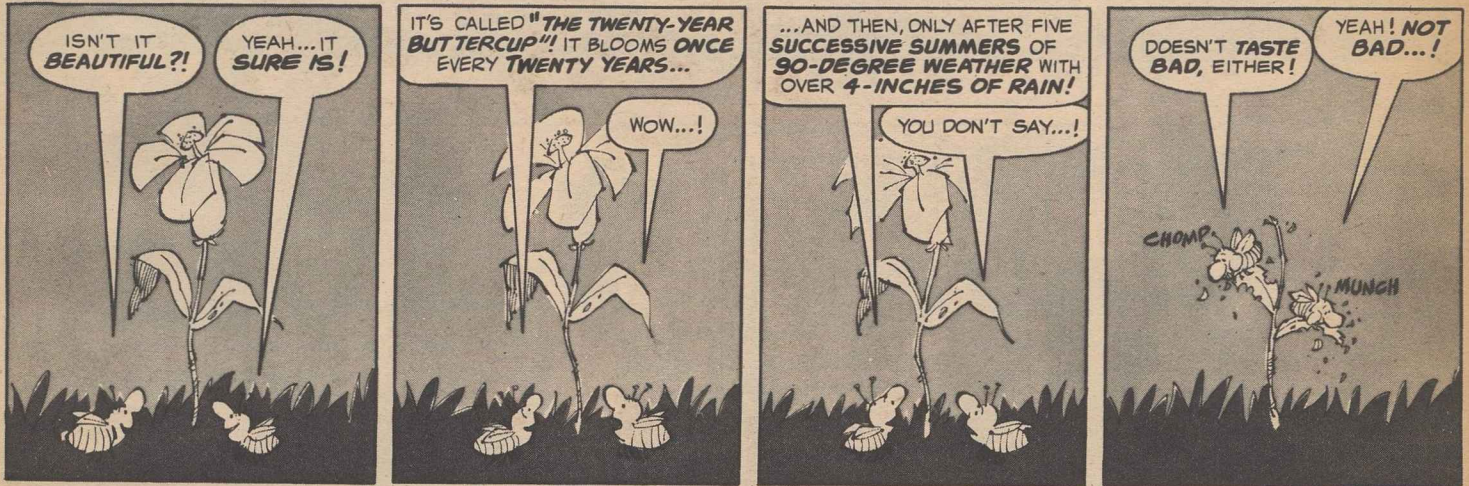




Professor Leonard Mathers (UCLA '21), once said this about his son's theory: "Eli's got a big mouth! Don't pay him no mind! Pass the salt . . ." And so, ignoring Eli Mathers' theory, we now present . . .

# 'N WORMS 'N THINGS

WRITER: DON EDWING









Today, in every field of commercial endeavor, the trend is toward "Bigness" . . . and Crime is no exception. Today, when a Racketeer refers to "those lousy Bulls", he isn't talking about the "Fuzz"—he's talking about the wheelers and dealers in the Stock Market. That's because Crime in America is "Big Business", and it's growing bigger every day. In fact, we can foresee a time when, just as U.S. STEEL and GENERAL MOTORS publish "Annual Reports", so will the big Underworld Operations, and we'll be seeing something like . . .



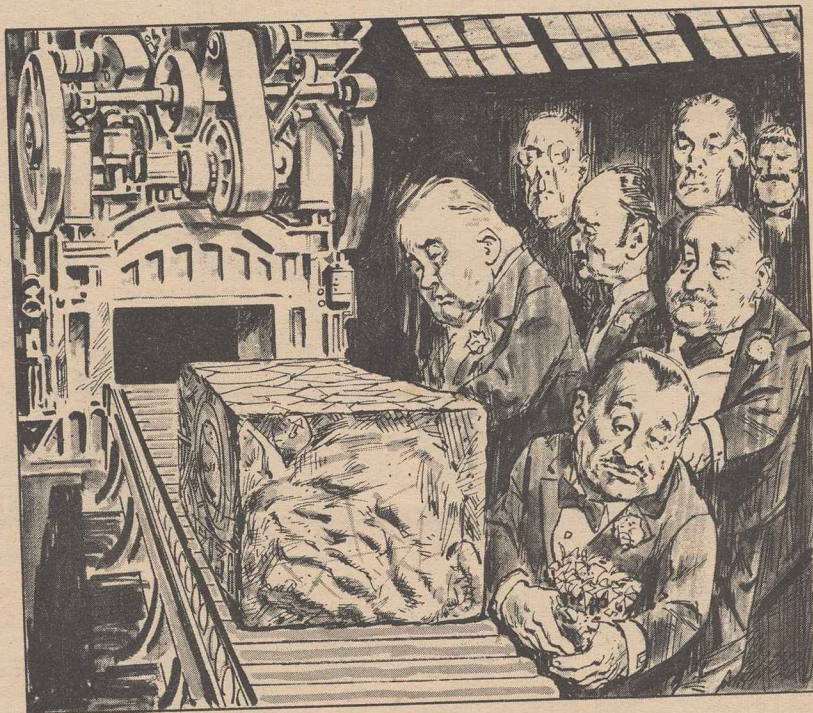
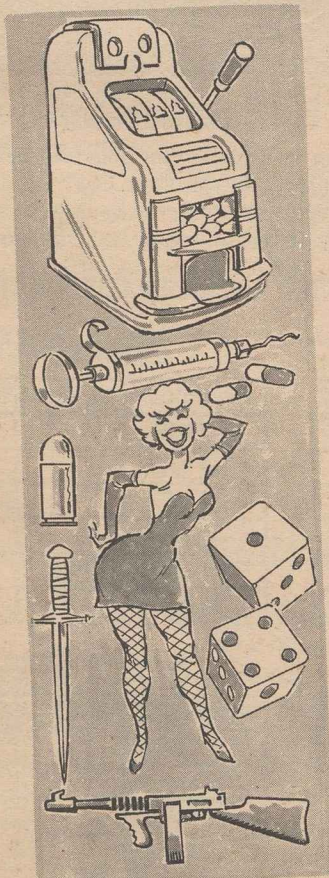
## 1968 ANNUAL REPORT

# MAFIACO

**PRODUCTS &  
SERVICES**

**FOR A GROWING  
IMMORAL AMERICA**

**INCORPORATED**



### **MAFIACo Goes Automated**

Advanced technology has provided the means for making our operations more efficient and productive. This newly-acquired hydraulic Scrap Metal Crusher compresses an automobile into a 3-foot cube of solid steel in a matter of seconds, thereby disposing of any corpus delicti occupant without a trace; just one facet of **MAFIACo's** progress in the field of Automation. Above photo shows members of **MAFIACo's** research Staff testing the new device with the late Louis "Fink" Finstermacher.



# MAFIACo's BOARD OF DIRECTORS



**ALFONSO "BIG FISH" BACCALA**  
alias "The Man"  
**PRESIDENT**  
("Commissioner")



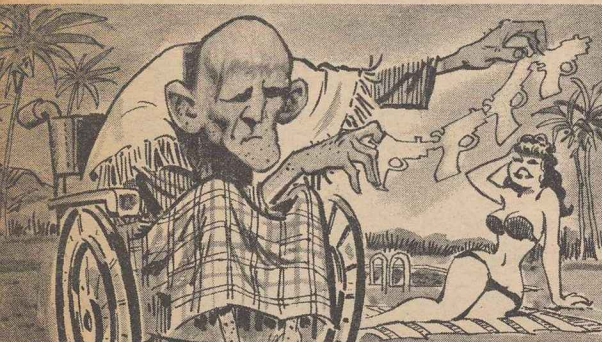
**8795645**

**ANTHONY "LITTLE FISH" BACCALA**  
alias "Tony Flounder", alias "Andy Gefillte"  
**VICE-PRESIDENT**  
("Capa")



**8795645**

**MRS. ALFONSO BACCALA**  
formerly "Laverne Lamour"  
**SECRETARY & TREASURER**  
("Hands Off")



**ALBERTO "SCARFACE" BACCALA**  
alias "The Old Man"  
**CHAIRMAN OF THE BOARD**  
("Retired Commissioner")

## A MESSAGE TO STOCKHOLDERS

During the fiscal year just completed, **MAFIACo** continued to progress significantly toward its ultimate goal—the complete take-over of the United States. To this end, your Board of Directors is pleased to announce that several new cities and two entire States have recently joined the ever-growing family of **MAFIACo**-controlled communities. Also, our program of expansion reached an important milestone in 1968 when we acquired a controlling interest in **THE WATERPROOF CEMENT COMPANY**, thereby permanently eliminating the costly middleman (who also happened to be the majority stockholder) from our "Marine Disposal" operation.

As a stockholder, you will be pleased to learn that **MAFIACo** enjoyed its most successful year. The principal factors that contributed to this record profit-making period included the following\*:

- A 10% increase in crimes of violence across the nation.
- A 150% increase in all types of gambling (including legal State Lotteries, Pari-Mutuels and Bingo Games—which are considered to be excellent training areas for future **MAFIACo** customers).
- A 45% increase in interstate cigarette smuggling, and
- A 25% increase in bootlegging and illegal whiskey-making (the growth-rate of which both coincide with increased Federal and State taxes).
- A 57% increase in drug use.
- A 68% increase in Gangster Movies.

We here at **MAFIACo** are justly proud of our accomplishments in 1968, but we are not yet completely satisfied. Unless certain Subsidiary Managers show an increase in Operating Efficiency and Return, the matter will be turned over to our Contract Department. And youse guys know who you are!

(Signed)  
Alfonso "Big Fish" Baccala  
President ("Commissioner")

\*THESE FIGURES ARE BASED ON THE LATEST FBI REPORTS

## MAFIACo's Growth Record

Your company is fortunate in having a strong financial position (due to certain tax advantages, like we don't pay them), and therefore it is growing at a faster rate than the general economy of the country. This is clearly demonstrated by the charts below:

### GROWTH RATES OF SELECTED AMERICAN CORPORATIONS

#### UNITED STATES STEEL CORP.

Net INCOME	'62	'63	'64	'65	'66	'67	'68
\$12 million							
\$10 million							
\$8 million							
\$6 million							
\$4 million							
\$2 million							

#### MAFIACo INCORP.

Net INCOME	'62	'63	'64	'65	'66	'67	'68
\$12 billion							
\$10 billion							
\$8 billion							
\$6 billion							
\$4 billion							
\$2 billion							

#### GENERAL MOTORS CORP.

Net INCOME	'62	'63	'64	'65	'66	'67	'68
\$12 million							
\$10 million							
\$8 million							
\$6 million							
\$4 million							
\$2 million							

#### MAD MAGAZINE, INC.

Net INCOME	'62	'63	'64	'65	'66	'67	'68
\$12 dollars							
\$10 dollars							
\$8 dollars							
\$6 dollars							
\$4 dollars							
\$2 dollars							

- ▲ "The Untouchables" cancelled
- ★ Courts outlaw evidence obtained by wiretapping
- Congress votes against strong "Gun Control" law

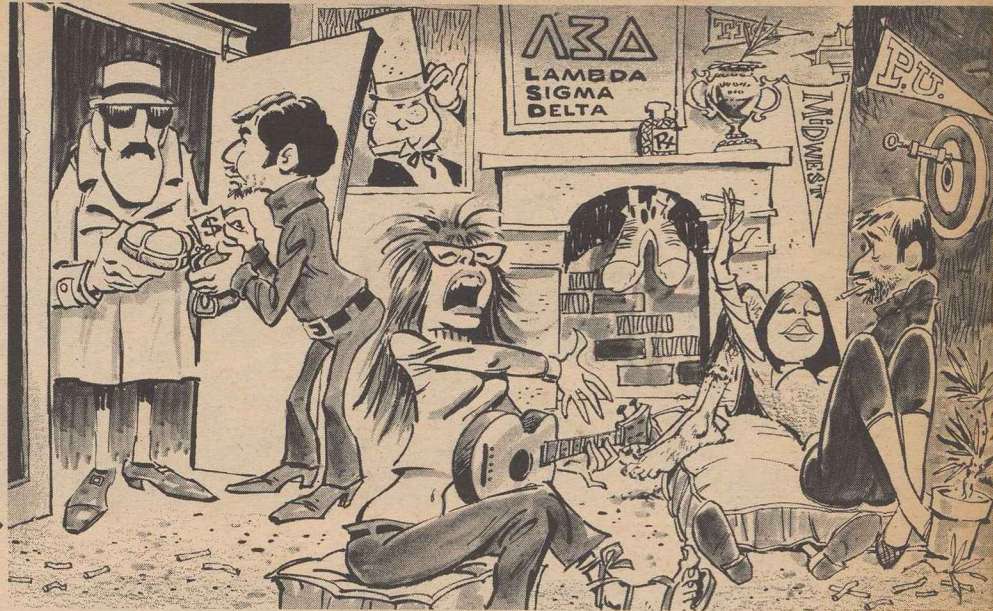


# THIS IS MAFIACo

## IMPORTING

Since **MAFIACo** first started importing pharmaceuticals in 1926, we have been the major supplier of drugs of every type in the U.S. Our products serve a growing modern market and have expanded to include new and diversified items in demand today, such as "LSD", "STP" and the "Psychedelics".

TOMORROW'S LEADERS CONSUMING **MAFIACo** PRODUCTS TODAY AT A SMALL MIDWESTERN UNIVERSITY



## SAVINGS AND LOANS

Americans are borrowing money in record amounts these days. We are pleased to report that we are sharing in this growth with our unique policy of no co-signers, no collateral and only 4% interest (on balance—payable daily!) Putting capital into the hands of the people is just one of the many "Public Services" performed by **MAFIACo**.

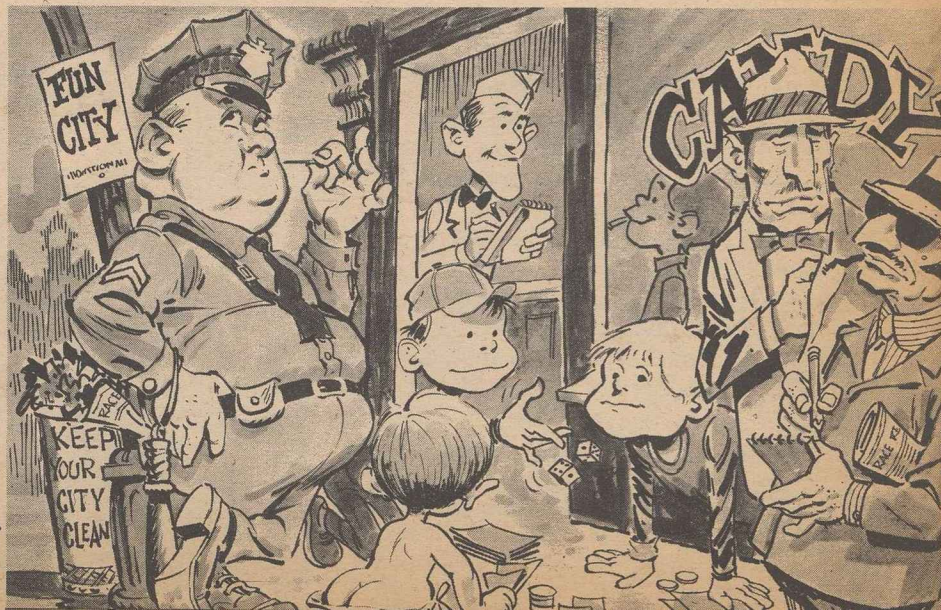
**MAFIACo** REPRESENTATIVES CALL ON A DELINQUENT LOAN CLIENT



## SPECULATION & INVESTMENT

**MAFIACo's** "Vest Pocket Offices" operate freely across the country, handling speculative transactions of any amount, making it possible for even school children to participate in our investment program. This due to the cooperation of police officers (like the one in the photo) and the other underpaid public servants now on our payroll who conveniently look the other way.

ONE OF **MAFIACo's** BUSY NEIGHBORHOOD BRANCH INVESTMENT OFFICE LOCATIONS





## PERSONNEL TRAINING

The heart of any successful business is the men and women behind it. Without efficient, closed-mouthed personnel, our company could not function. In order to meet the growing demands for trained executives and assistants, **MAFIACo** has recently established a special Training School, located in Sicily, called **LUCIANO TECH.**

A GROUP OF **MAFIACo** MANAGEMENT TRAINEES — THE CLASS OF 1970 — JUMP SHIP AT A SOUTHERN PORT



## INSURANCE

Insurance continues to provide a major source of income for your company. **MAFIACo's** unique policy of guaranteeing against accidents has proven extremely popular with small businessmen. Many larger corporations, however, have found it more economical to enter into partnership with **MAFIACo**, thereby saving not only on Insurance, but also saving lives of executives.

**MAFIACo** INSURANCE SALESMEN CALL ON A DIFFICULT POTENTIAL CLIENT



## GOVERNMENT BUSINESS

Although details of **MAFIACo's** Government business are Top Secret and Classified, we are pleased to report that progress in this all-important area of operation continues at a record pace, thanks to the greed of people in high places. **MAFIACo** has no political affiliation. We are bi-partisan, which means we buy members of both parties.

GOVERNORS AND DISTRICT ATTORNEYS ATTENDING AN ANTI-CRIME CONFERENCE AS GUESTS OF ONE OF **MAFIACo's** NEW LAS VEGAS HOTELS LAST SEPTEMBER

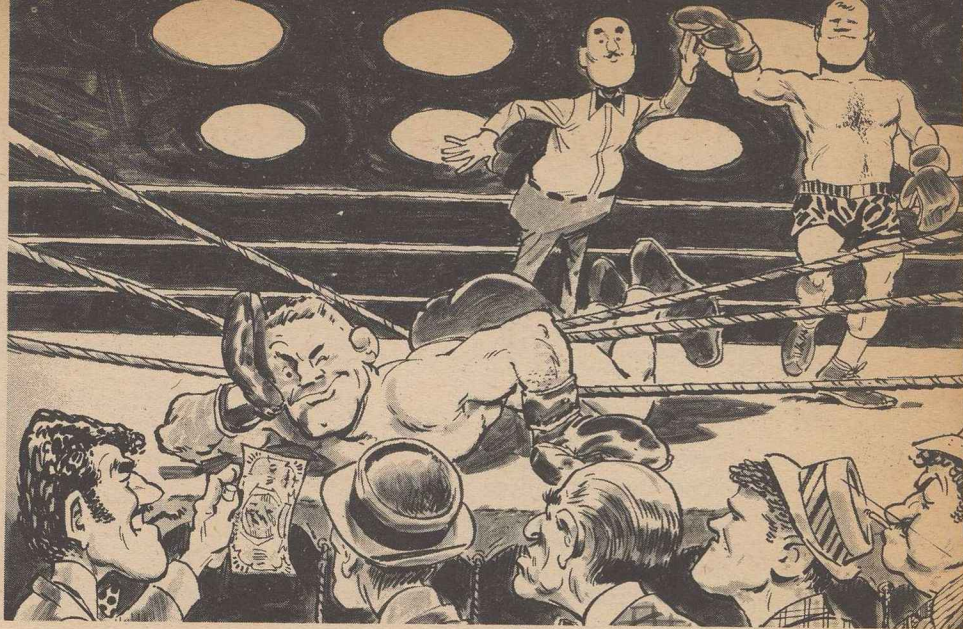




## SPORTS & AMUSEMENTS

Your Company is constantly seeking new and diversified ways to share in the "Leisure Time Industries" boom. In addition to controlling the outcomes of Boxing Matches and Basketball Games, we have recently expanded our operations to include Bingo Games and Off-Track-Betting. Our vending machines continue to be a prime source of revenue for us, especially One-Armed Bandits, Cigarette and Pin-Ball Machines, and Juke Boxes featuring records of singers under **MAFIACo** contract.

ROCKY LABONZA, WHO FIGHTS UNDER **MAFIACo** COLORS (BLACK ON BLACK) WINNING THE MIDDLEWEIGHT CROWN



## LABOR RELATIONS

Although **MAFIACo**'s employees are not Unionized, we've never had a single work stoppage because of an employee grievance. In fact, we've never even had a single employee grievance. Not for long, anyway! However, **MAFIACo** is active in the Union Movement, particularly among underpaid truck drivers and dock workers. Before **MAFIACo** entered the Labor Field, a Dockworker Union Official received only \$12,000 a year. Today, under our guidance, this same Union Official earns over \$50,000 a year.

RANK & FILE VOTES SALARY INCREASES FOR UNION OFFICIALS. UNANIMOUS VOTE IS SUPERVISED BY **MAFIACo** ADVISORS



## MANAGEMENT

In the true tradition of America's Free Enterprise System, **MAFIACo** is also active in the Management Field, helping many major industries to negotiate contracts with ungrateful, greedy workers, and also assisting in halting costly illegal wildcat strikes.

**MAFIACo** NEGOTIATORS HELP TO STOP AN ILLEGAL STRIKE





# MAFIACO

## INCORPORATED

### FINANCIAL STATEMENT – FISCAL YEAR 1968

INCOME BEFORE TAXES .....	\$ 12,789,568,598.04
INCOME AFTER TAXES .....	12,789,568,598.04
ADJUSTED NET INCOME .....	12,789,568,598.04

#### ASSETS

##### Cash and Securities

Buried in cellars, etc. ....	\$ 47,368,537,907.98
Deposited in Swiss Bank Accounts, etc. ....	8,638,209,448.11
Invested in Sicilian Savings Bonds .....	700,000,000.00
Stashed in Bus and Railroad Terminal Lockers .....	3,860,389,680.67

##### Accounts Receivable

Short Term Notes .....	126,578,790.50
Interest Due On Short Term Notes .....	29,589,477,202.29

##### Inventories

Contracts and Work In Progress .....	589,700,000.00
--------------------------------------	----------------

##### Equipment

Bullet-Proof Cadillacs and Lincolns .....	2,863,985.17
Tanks and Armored Cars, etc. ....	1,685,389.54
Guns and Ammunition .....	58,806,276.49
Brass Knuckles, Black Jacks and Other Weapons .....	388,974.39

**90,936,637,655.14**

##### Less Depreciation for Obsolescence

(238,589 Doubled-Breasted Striped Suits) .....	417,685.25
--	------------

**90,936,219,969.89**

##### Properties and Other Interests

Las Vegas .....	127,568,778,622.03
Miami Beach .....	70,433,889,457.86
Hoboken .....	1,687,742.59
Sands Point .....	980,066.23
Grosse Point .....	6,299,754.01
Salerno (122,689,500,000 lire) .....	1,022.00

**TOTAL ASSETS .....\$288,947,856,634.61**

#### LIABILITIES

##### Wages and Salaries

Executives .....	150,000,000,000.00
Executives' Wives .....	81,000,000,000.00
Executives' Relatives .....	47,000,000,000.00
Executives' Relatives' Wives .....	9,000,000,000.00
Employees .....	890,000.00

##### Expenses

Payoffs To Law Enforcement Officers .....	927,908,567.00
Payoffs To Government Officials and Judges .....	69,865,427.00
Funeral Costs .....	12,680,287.21
Dental Bills For Show Biz Personalities We Own .....	72,684.00
Auditors Fee* .....	439,669.40

**TOTAL LIABILITIES .....\$288,947,856,634.61**

#### AUDITOR'S REPORT TO STOCKHOLDERS

\* We have examined the books and financial statements of MAFIACO and in our opinion it represents fairly the results of its operations and the financial position of MAFIACO for the fiscal year of 1968, and anybody don't like it gets his.

(signed) Alfonso "Big Fish" Baccala  
President, Baccala and Baccala  
Certified Public Accountants



# HIGHLIGHTS OF THE 1968 **MAFIA**Co STOCKHOLDERS' MEETING

The Annual Meeting of the Stockholders of **MAFIA**Co was held this year appropriately enough on February 14th (St. Valentine's Day) in Finky's Bar & Pizza Parlor, Apalachin, N. Y. A transcript of the meeting is included in this Annual Report for those Shareholders who were detained by the Government, out of the country, laying low, or otherwise unable to be present, so they will know what transpired.

## OPENING REMARKS BY PRES. BACCALA (ALIAS "THE COMMISSIONER")

Welcome to the Annual Meeting of the Stockholders of **MAFIA**Co. Everybody shaddup and listen. Since our last meeting, several members of our Organization have met with unfortunate accidents, and are no longer with us. Time does not permit me to mention all of these individuals by name, but I think it would be nice if we showed our respect to our departed Gumbas by observing a moment of silence... Okay, that's enough! All this quiet reminds me of stir!

The progress of our Company over the years from a small-time Bootlegging Outfit to one of the world's largest diversisified Industrial Concerns is due in no small part to the vision and leadership of your Board of Directors. Therefore, I am sure that you will happily join with me in voting a bonus of 600 Gs to each of your hard-workin Executives.

Before opening the meeting to general discussion, I want to say that your Company is making every effort to fulfill the promise of its great potential, and with the help of a gullible public, crooked policemen and corrupt politicians, we will continue to meet the challenges and opportunities that lie ahead, and reach our goal—Control of the Whole World! And then, we'll start working in other areas!

## SUMMARY OF MAFIACO BUSINESS CONDUCTED AT THE MEETING

### PROPOSED MERGER WITH W.C.C.A. (White Collar Crooks Of America)

#### Statement by Vice-President Baccala (Alias "The Capa")

It is estimated that 462 million dollars in office supplies and equipment are stolen annually from Business and Industry by the W.C.C.A., operating independently. Your **MAFIA**Co Board of Directors feels that a merger with the W.C.C.A. will afford our company an excellent opportunity to participate in this lucrative growing field, as well as creating an excellent base for further diversification into other fields, such as the re-selling of office supplies and equipment back to Business and Industry. Management urges an affirmative vote on this merger. Or else!

### RESULTS OF VOTE ON PROPOSED MERGER WITH W.C.C.A.

For the Resolution .....	1189
Against the Resolution .....	0

### ELECTION OF BOARD OF DIRECTORS

All members of the Board were re-elected by unanimous vote.

### PROPOSED EXECUTIVE BONUS OF 600 Gs EACH

A motion was made to increase the proposed bonus of 600 Gs each to a bonus of 700 Gs each, plus a Stock Option plan amounting to an additional 300 Gs each.

### RESULTS OF VOTE ON PROPOSED BONUS AND STOCK OPTION PLAN

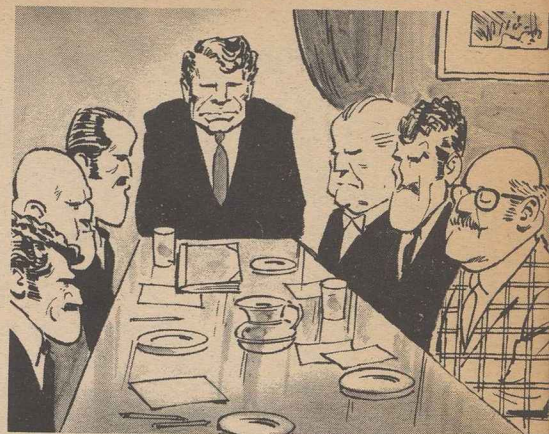
For the Resolution .....	1188
Against the Resolution .....	1

## HIGHLIGHTS OF THE GENERAL DISCUSSION AT THE MEETING

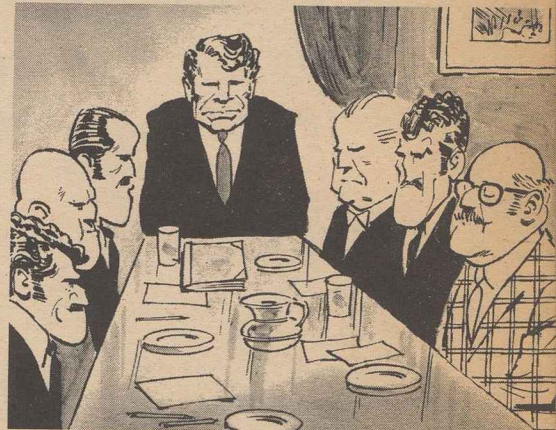
President Baccala, in answer to a question by shareholder Vincente Linguini, stated that there is no truth to the rumor that Lucky Luciano is alive and living in Argentina.

A proposal by shareholder John Smythe (formerly Luigi Marinara) to Americanize the names of all Executives and employees of **MAFIA**Co, thereby helping the Italian Anti-Defamation League in its campaign, was soundly defeated.

Shareholder Mario "The Knife" Machetti complimented the President on the manner in which the meeting was conducted, and made a motion that it be adjourned. The motion was seconded and carried, and the 1968 Meeting of the Stockholders of **MAFIA**Co came to an end.



SHAREHOLDERS PAY THEIR RESPECTS TO RECENTLY DEPARTED **MAFIA**Co MEMBERS

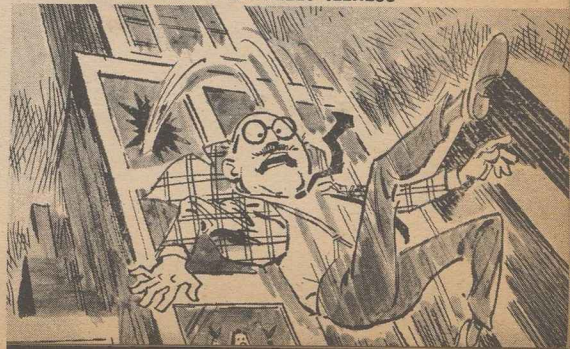


SHAREHOLDERS EXPRESS THEIR OPINIONS DURING THE GENERAL DISCUSSION PERIOD



SHAREHOLDERS VOTE ON THE EXECUTIVE BONUS AND STOCK OPTION RESOLUTION

EX-SHAREHOLDER LEAVES MEETING AFTER SUFFERING A SUDDEN UNTIMELY ILLNESS





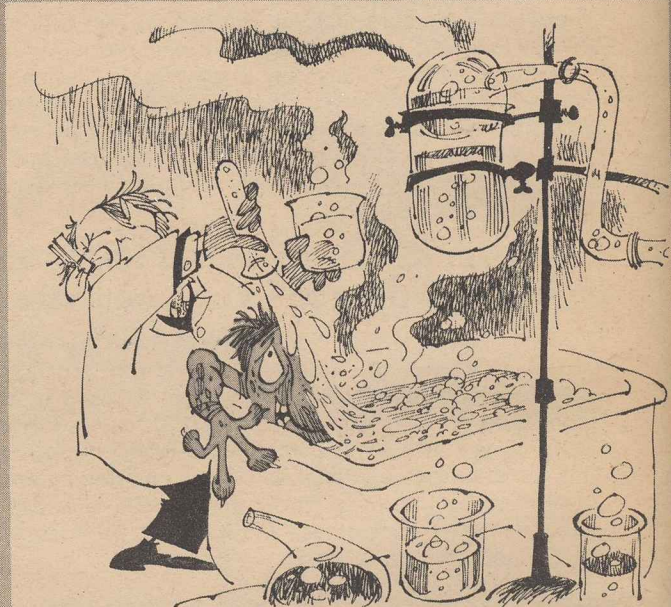
Hey, gang! It's time once again for MAD's nutty old "Cliché Monster" game. Here's how it works: Take any familiar phrase or colloquial expression, give it an eerie setting so you create a new-type monster, and you're playing it. Mainly, you're—

# HORRIFYING CLICHÉS

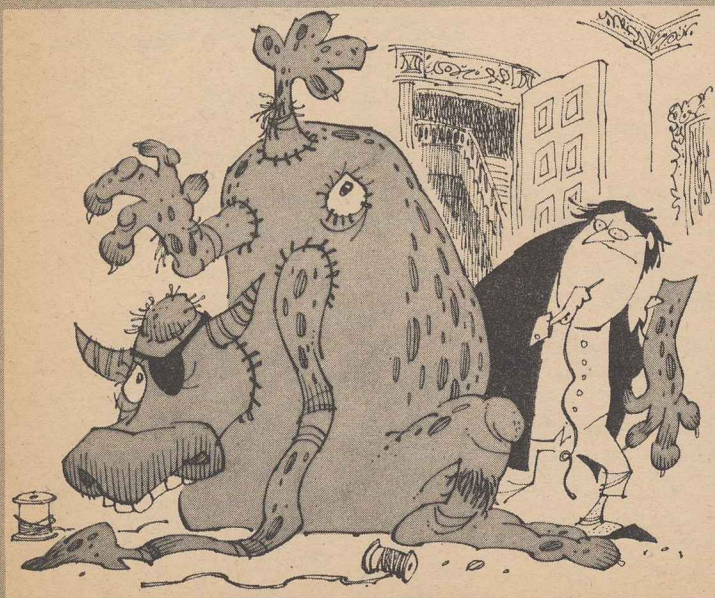
ARTIST: PAUL COKER, JR. WRITERS: PHIL HAHN & NEAL BARBERA and MAY SAKAMI



Exploding a MYTH



Dissolving a PARTNERSHIP

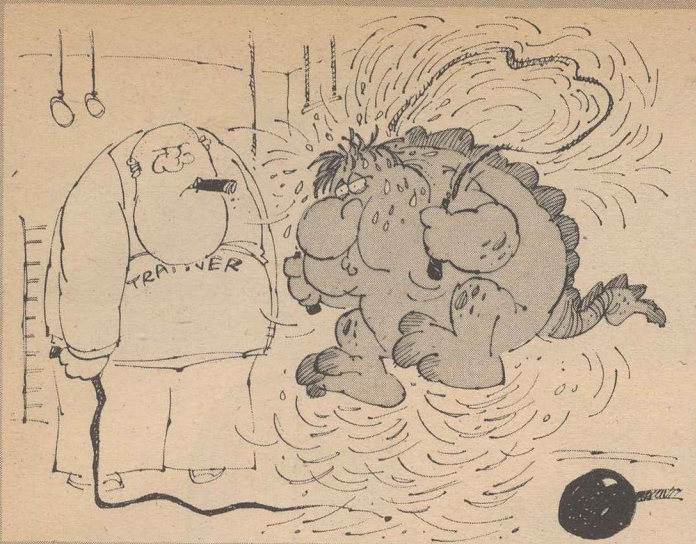


Re-arranging a SCHEDULE

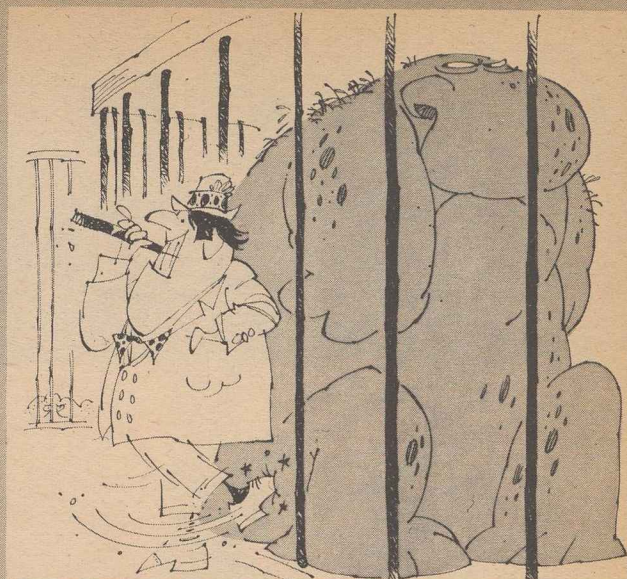


Beating a HASTY RETREAT

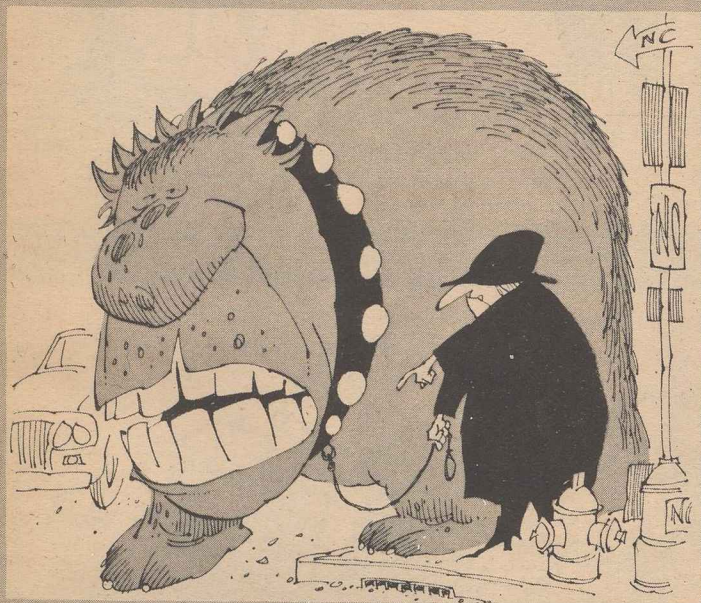




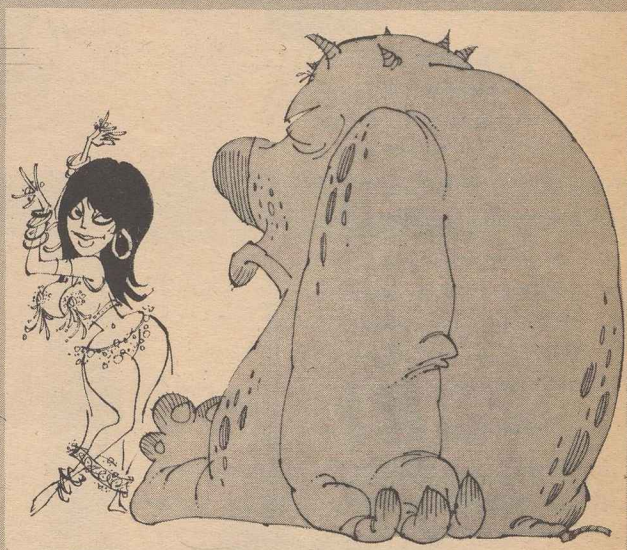
Exercising a PREROGATIVE



Provoking an ARGUMENT



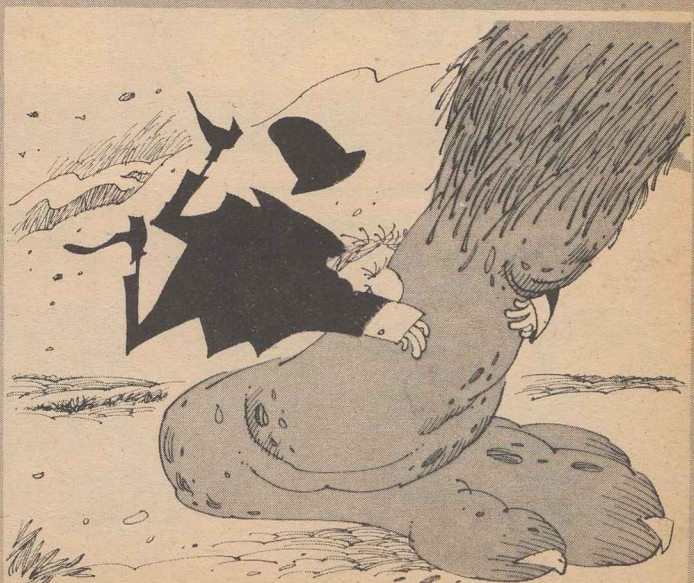
Curbing a VORACIOUS APPETITE



Arousing a SUSPICION



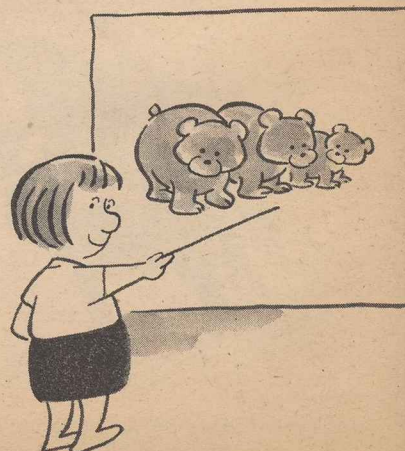
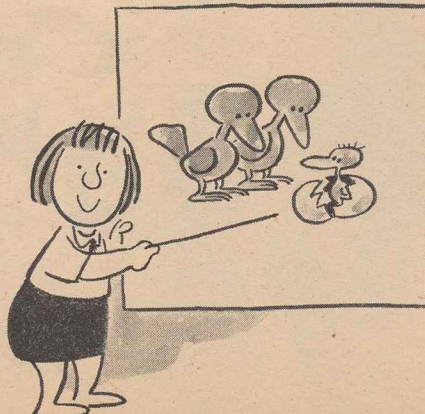
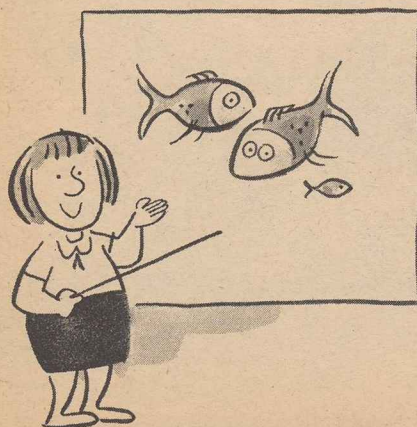
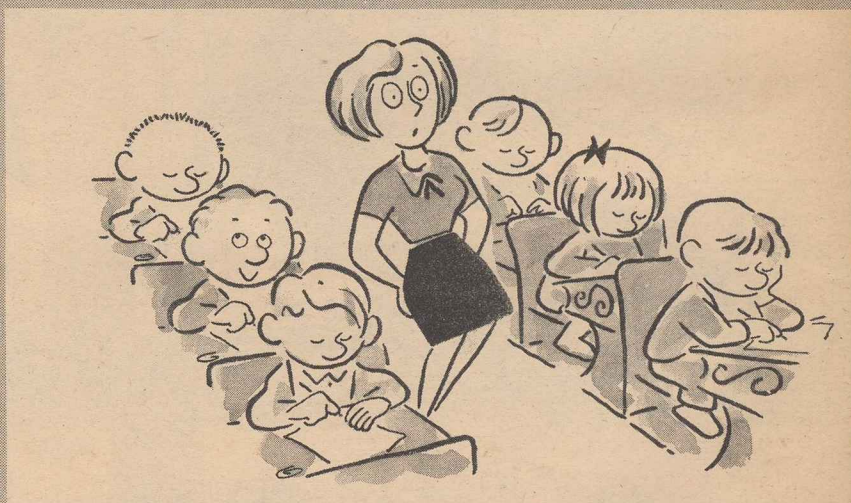
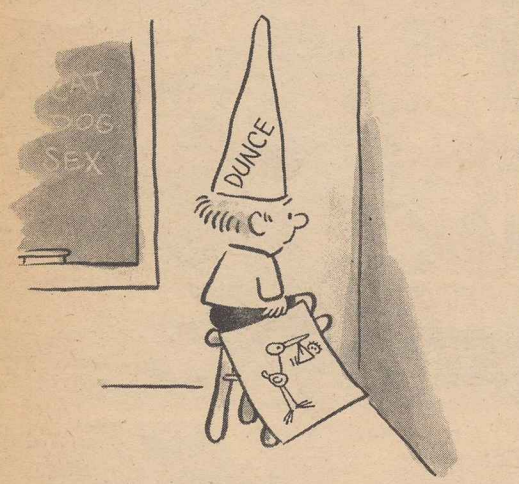
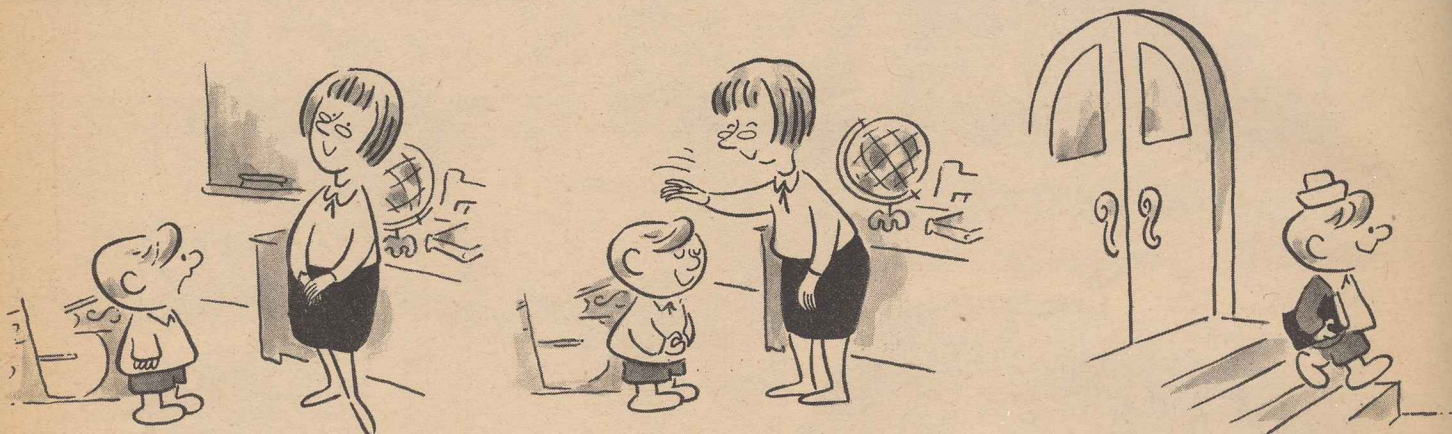
Courting a DISASTER



Tackling a TOUGH ASSIGNMENT



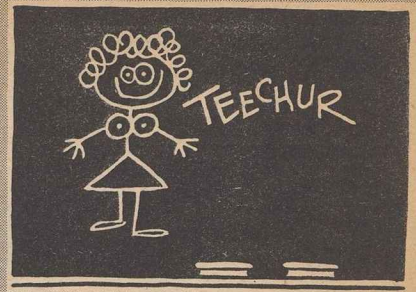
# A MAD LOOK AT... SEX EDUCATION IN



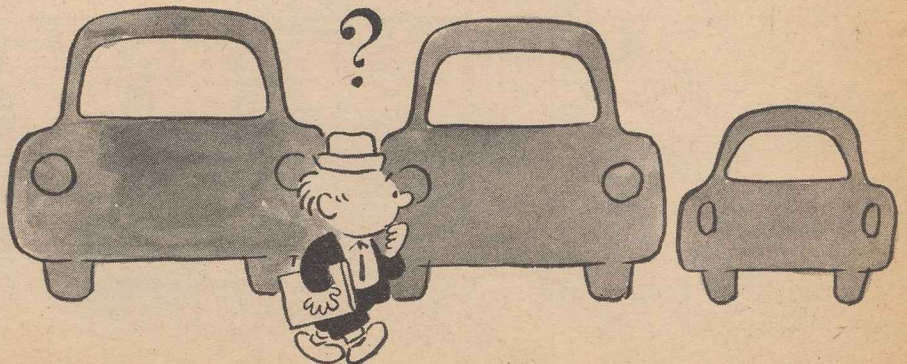
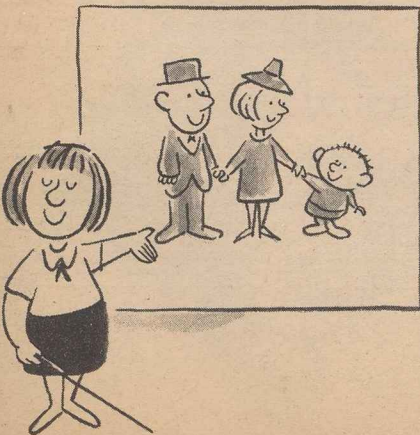
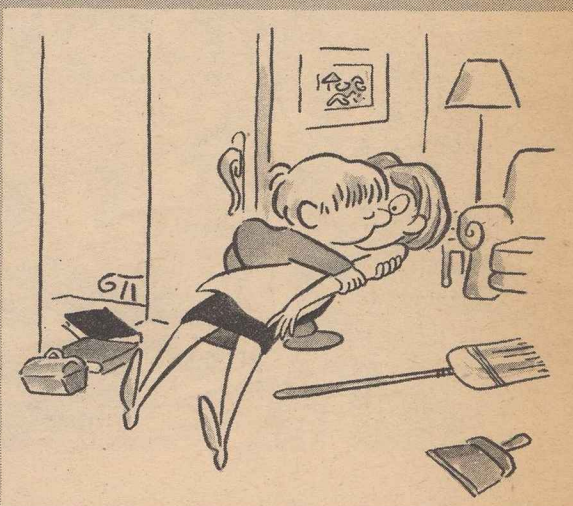
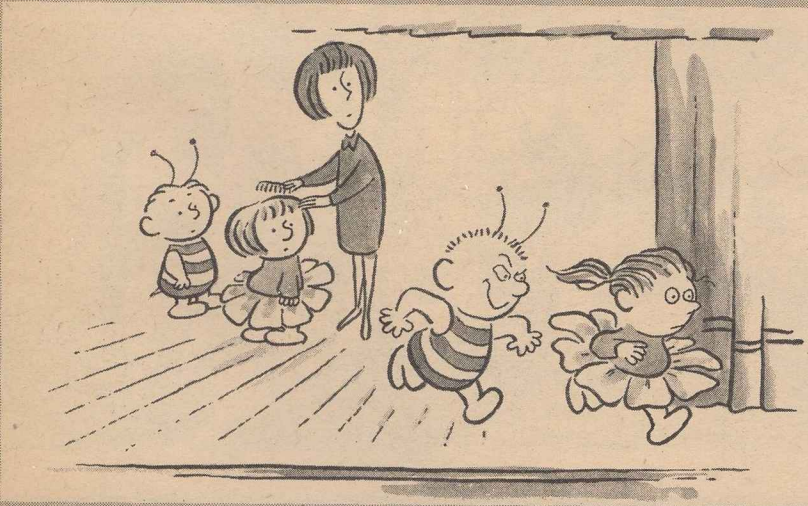
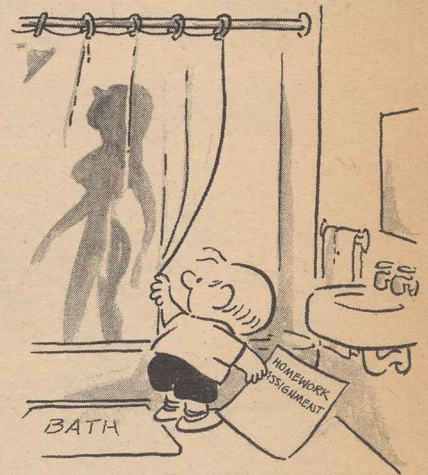
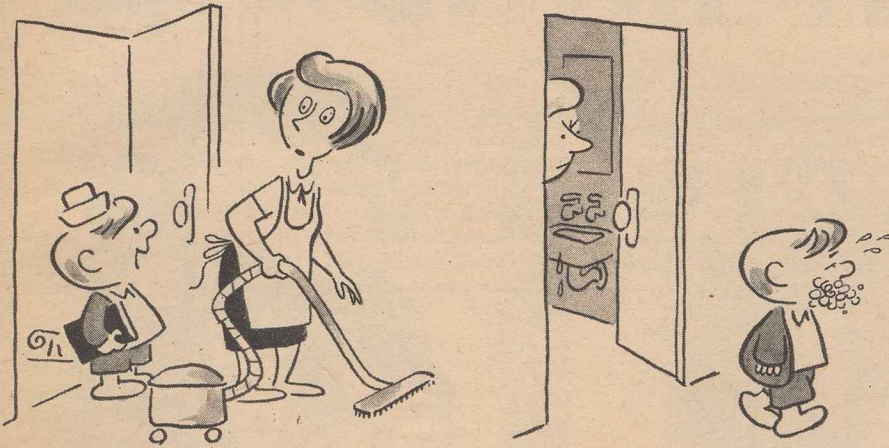




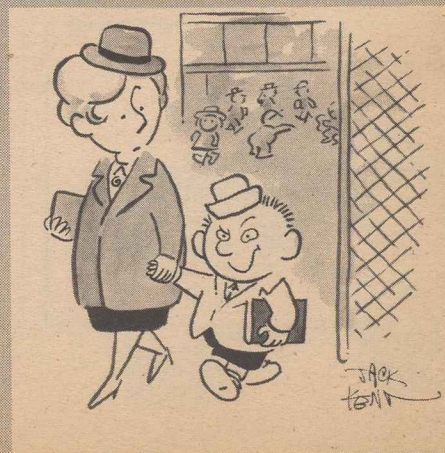
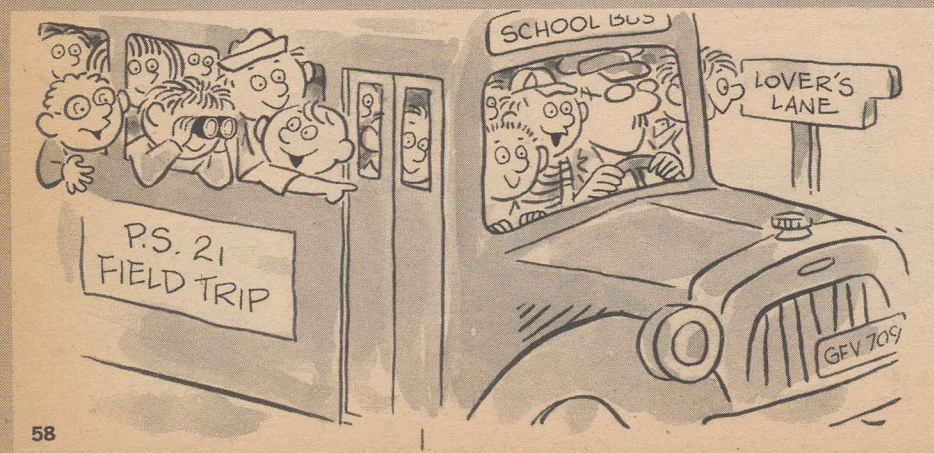
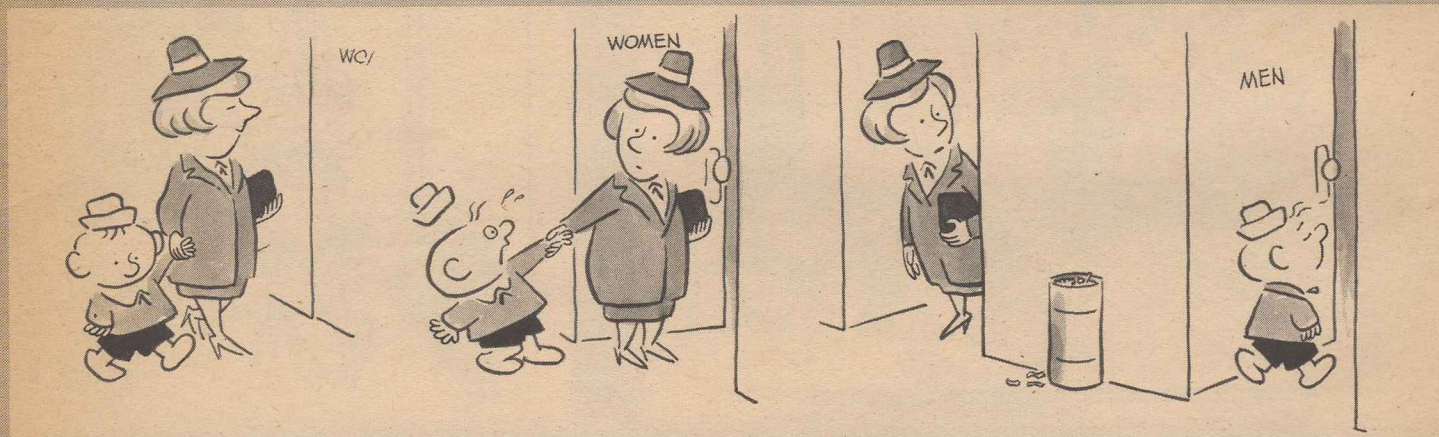
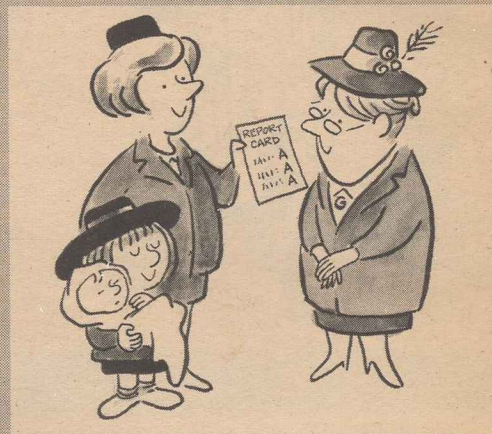
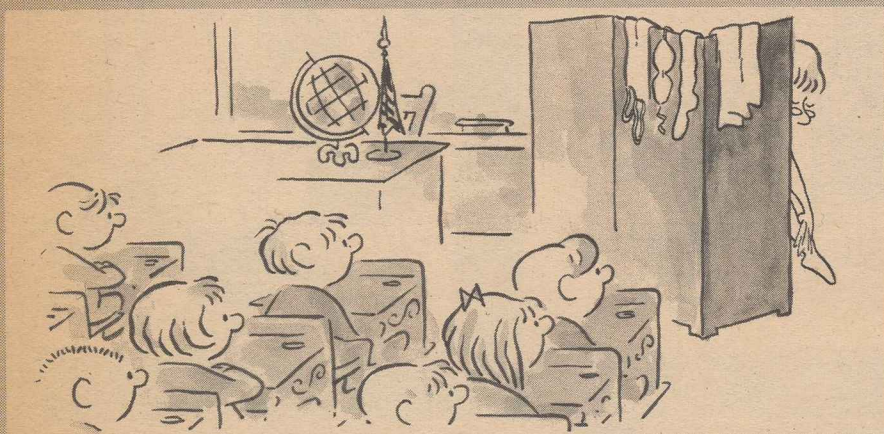
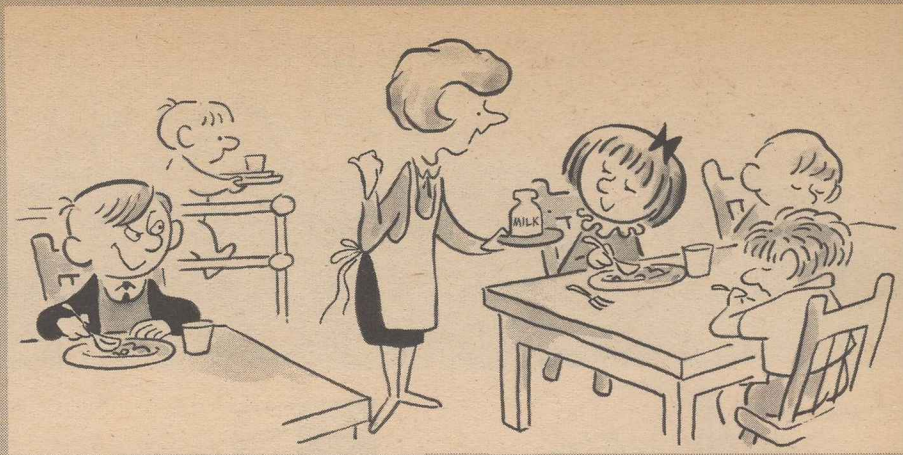
# THE SCHOOLS



WRITER & ARTIST: JACK KENT







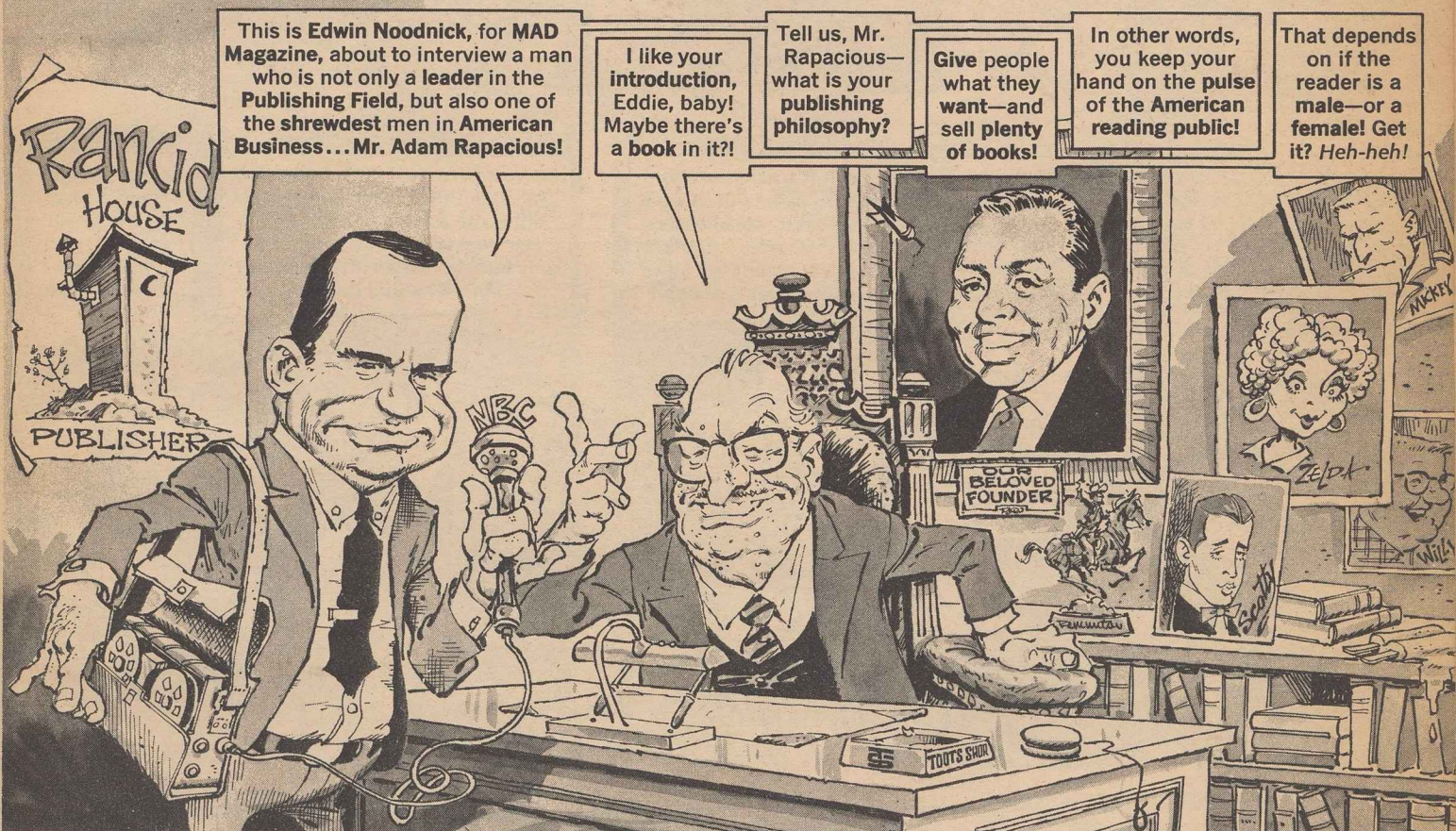


HERE WE GO AGAIN WITH ANOTHER IMAGINATIVE INTERVIEW... THIS ONE WITH...

# MAD'S BOOK PUBLISHER OF THE YEAR

ARTIST: JACK RICKARD

WRITER: STAN HART



Let me show you around! Now—this Department makes us a fortune!

You mean, you make money on "Scientific" books?

No, clod! Here's where we research the facts for our "Guess-Who-It-Really-Is?" Best-Sellers... like "The Carpetbuggers", "Volley of the Dulls", "The Inhibitionist" and "The Kink"—you know... novels about celebrities that are almost biographical except for names!

Take a look at this! It's our latest "Guess-Who-It-Really-Is?" book...

Hmmmm! Say—I know who this is!!

Naturally, dummy! Everyone knows who it is!

RESEARCH DEPARTMENT





But if everyone knows... won't the celebrity SUE?

What?! And admit that he recognized himself by all the dirty disgusting things the book says he's done?! Grow up, Noodnick, or you'll be an interviewer all your life!

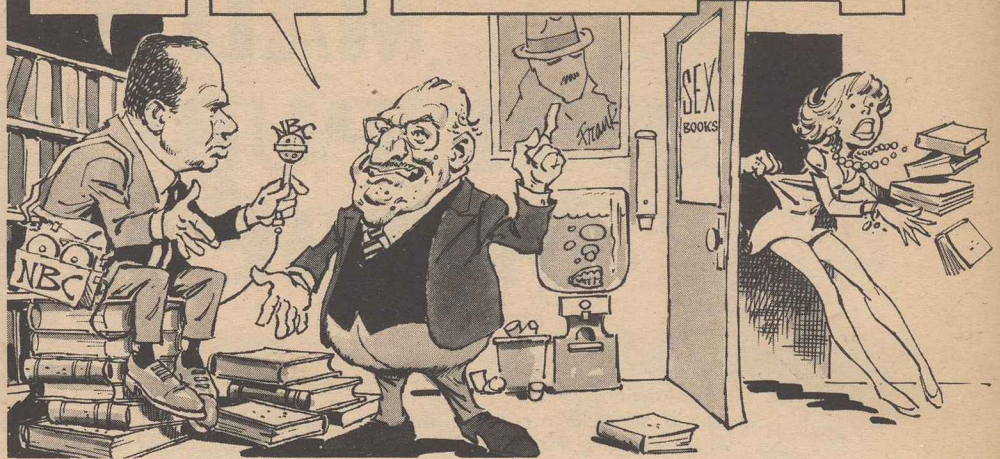
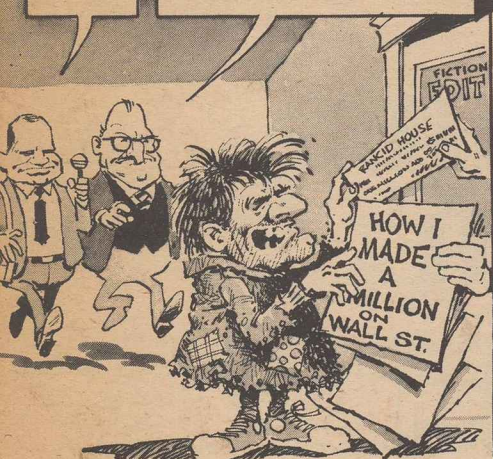
Tell me... does the "Guess-Who-It-Really-Is?" gimmick always work?

Not always! Sometimes the boys get a little too obscure!

We published one about the vilest, most corrupt and avaricious man in America—and it took me 3 readings to figure out who it was!

Really? And who was it?

Me!!

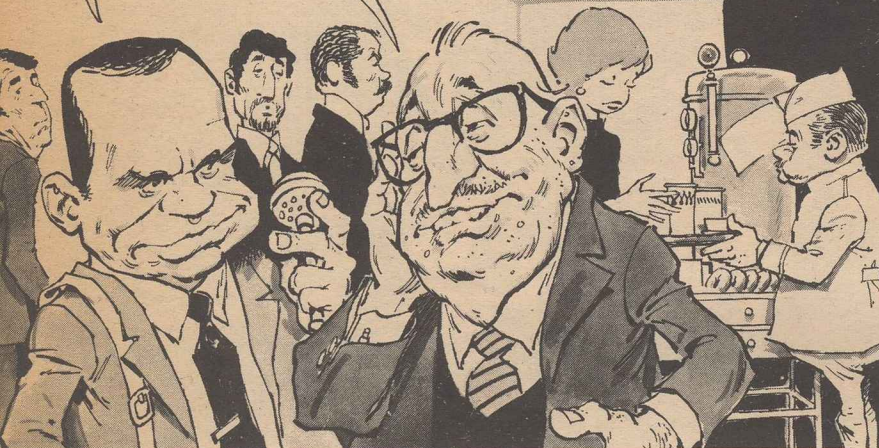


Well, that certainly was one celebrity who didn't sue!

What an idiot I got here! Of course, I sued! I'm proud of the dirty, disgusting things I've done!

You—you mean... you sued your own company?!

Why not?! It's a corporation! The money came out of what would've been Stockholders' Dividends! Besides—publicity about the suit sent the sales of the book over 2 million!



Here's where we do our Authorized "As-Told-To—" Biography Books! Shh—the writer is interviewing our next subject—the world's only female female impersonator ... Miss Gha Gha Zhabor ...

Is that it? You want to give up the tinsel and sham of Hollywood ... and become a Nun?

Sometink like dot!



And you want to continue Dr. Schweitzer's crusade against Leprosy in Africa? Is that before or after you live and do Social Work in Harlem?

What kind of an interview is that? The writer is doing all the talking!

He's just helping her articulate her innermost thoughts!

Why??

Because her outermost thoughts are all stupid!!

Anytink you say, Dolink!



We're hoping Miss Zhabor's biography will end with her sixth husband strangling her!

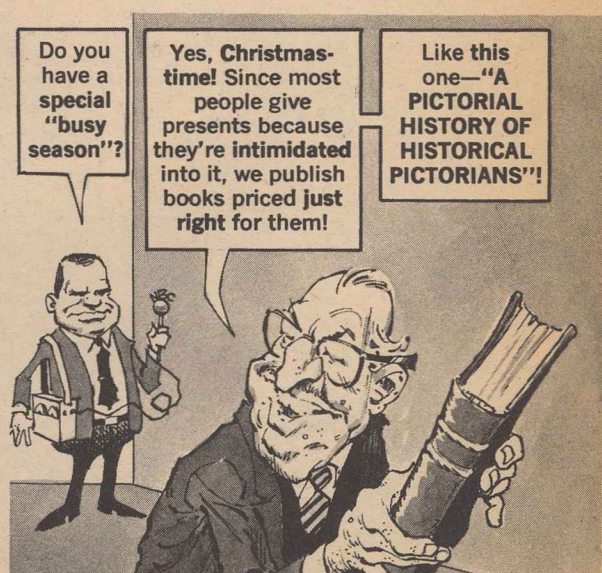
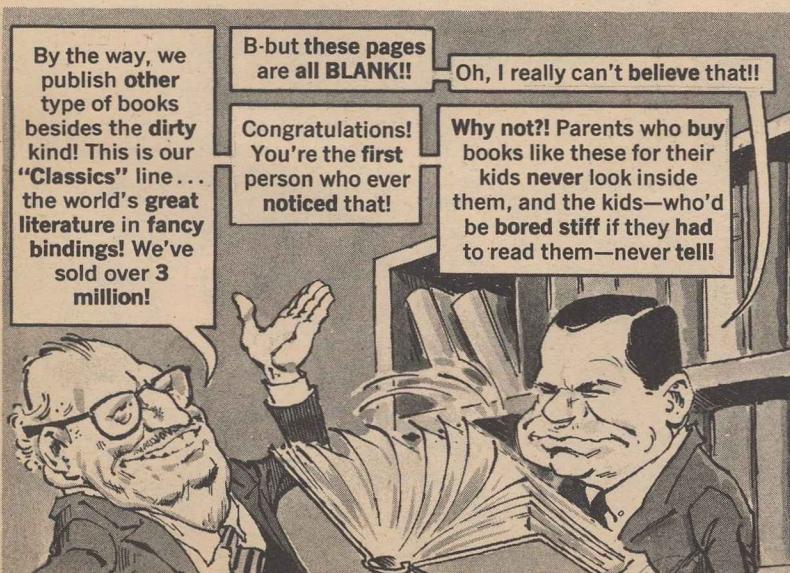
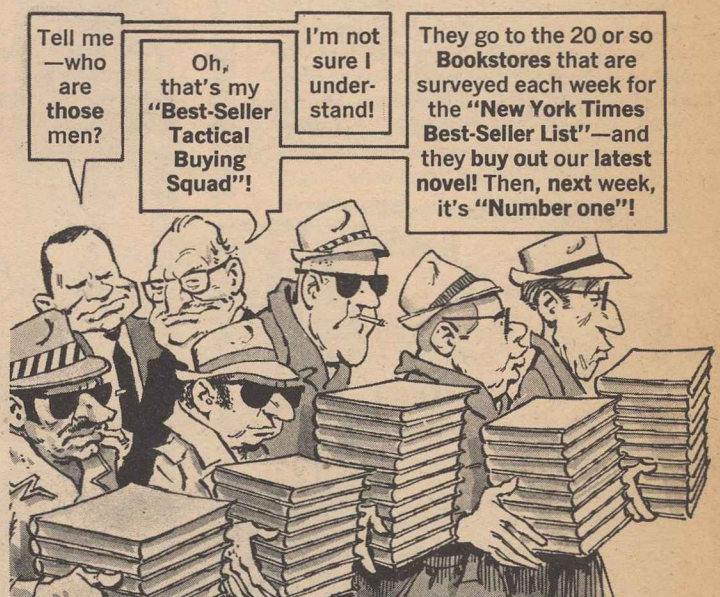
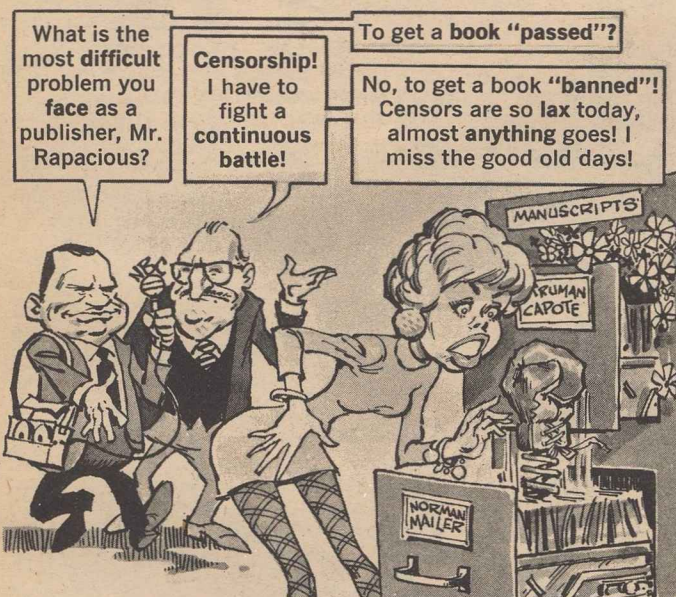
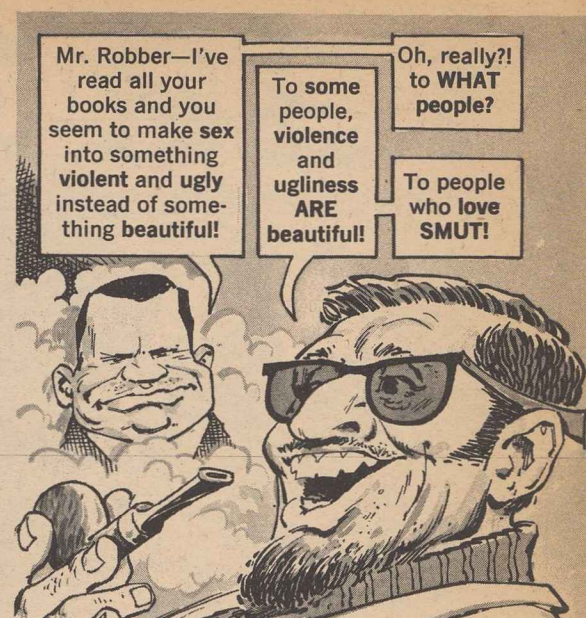
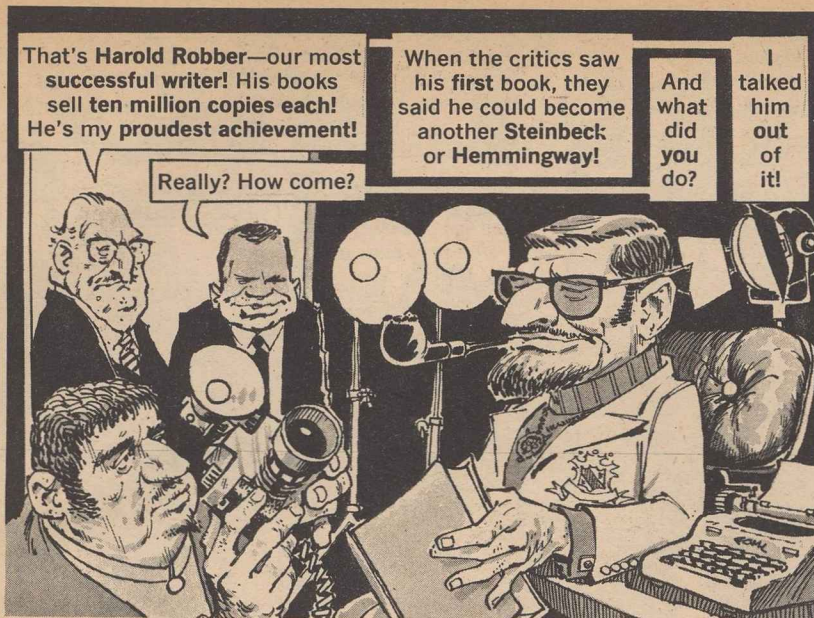
But they act like they're so much in love!

That's not her husband! We called him and he's on his way over here!

A good biography is MADE—not born! Heh-heh!









What in heck is a "PICTORIAN"?

It'll cost you \$12.50 to find out!

Of course, AFTER Christmas, the book will be marked down to \$4.95!

Oh—so you can get rid of the ones that weren't bought?!

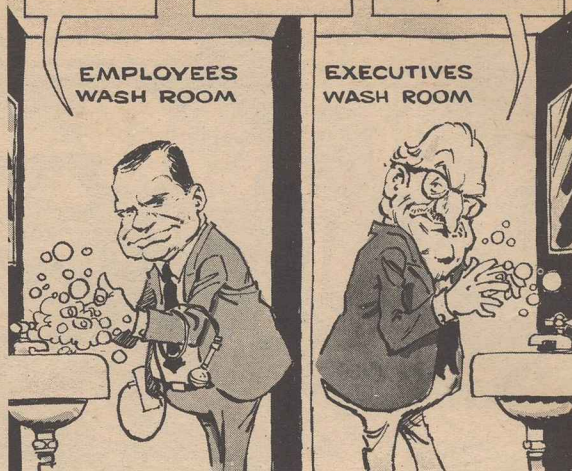
No—so we can still make a cool \$7.50 profit when the clods who got them as gifts return them for a refund!

Well, what DO you do with these expensive books you can't sell?

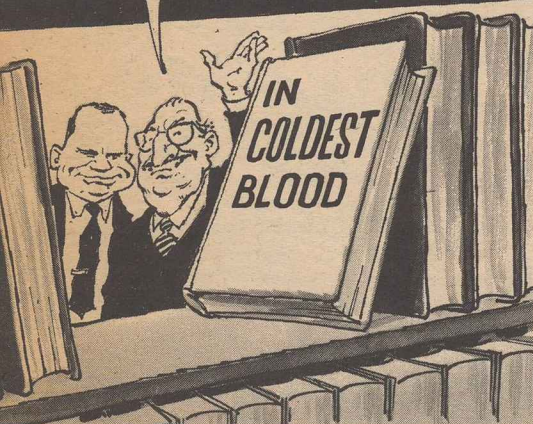
We use them as special bonuses for joining our "Book Club"!

You don't miss a trick, do you!

That's why I'm here, and you're there, little man!



Here we have our "Follow-The-Popular-Trend" Books! A recent popular trend was "Accounts of Senseless Crimes". Remember last year's successful book about a senseless crime? Well, we hopped right on the bandwagon and came out with these sequels: "In Colder Blood"—"In Coldest Blood"—and our newest one, "In Blood So Cold You Could Plotz"!



Here is our most creative writer!

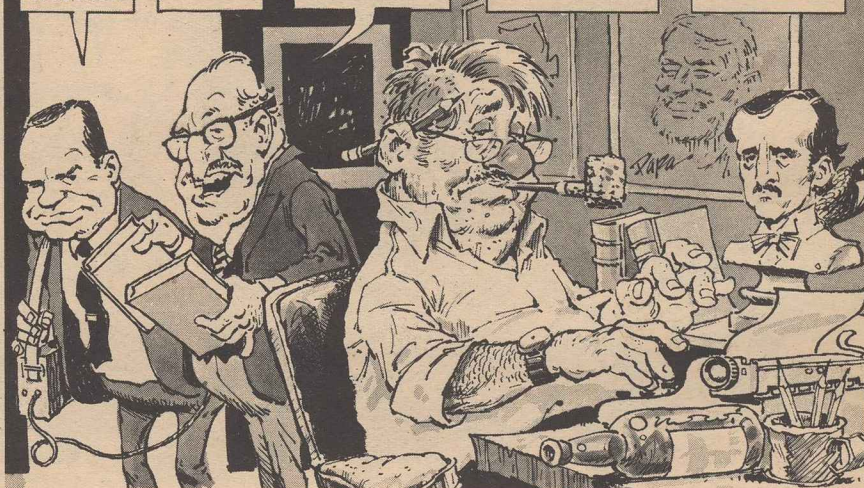
No, he writes the Dust Jackets for our books!

Listen to this marvelous jacket for an Economics Book...

"WHAT STRANGE NEW LAW DID GRESHAM MAKE WOMEN SUBMIT TO?"

And—"WAS MALTHUS AS GOOD IN PRACTICE AS HE WAS IN THEORY?"

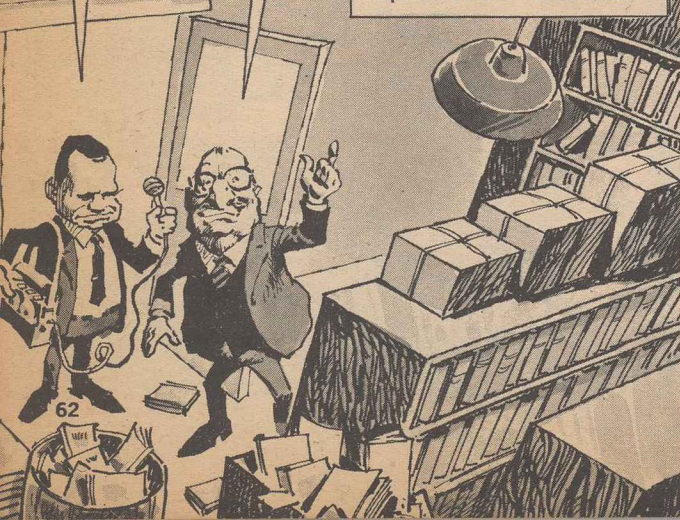
Novelist?



But aren't Dust Jackets like that misleading?

Misleading! They're downright dishonest!!

But if you really want to see a swindle, take a look at these! We take old junk that wasn't even good to begin with, and reprint it as a "Collection"!

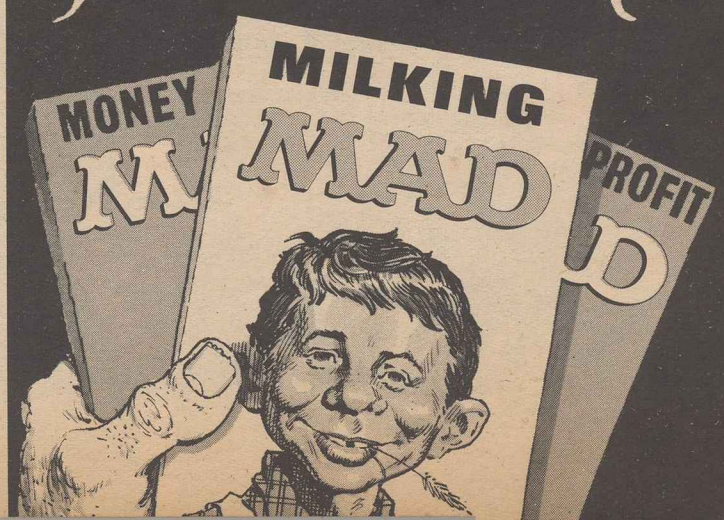


And these things sell?

Yep! Even I can't figure out why!

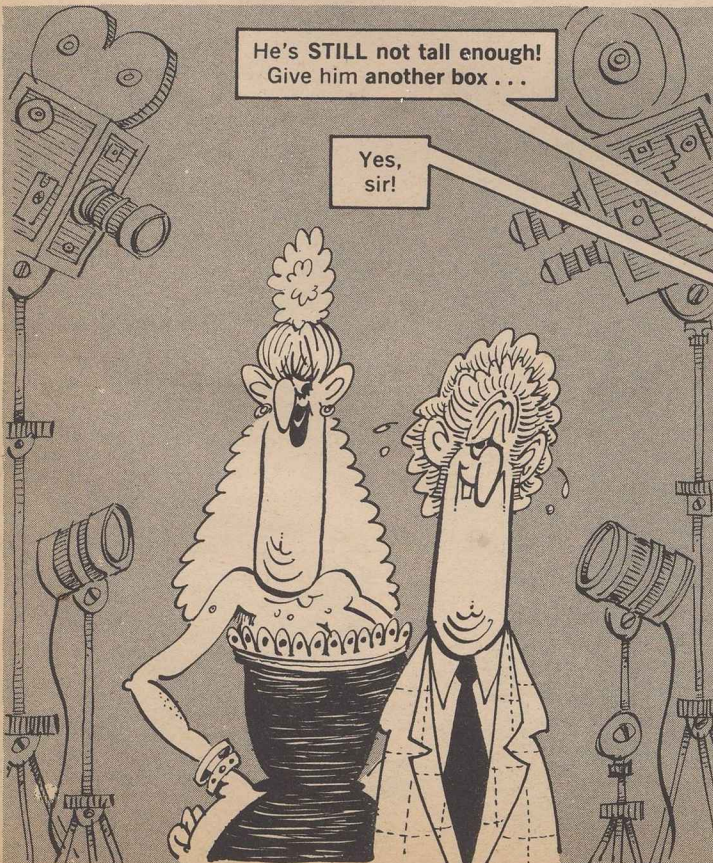
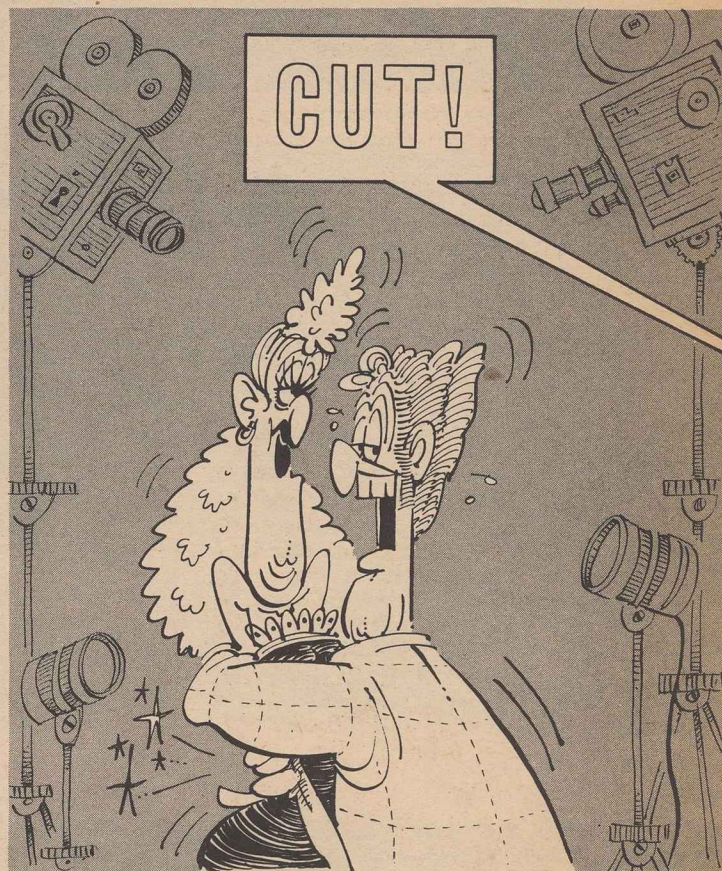
I guess anything that gets printed gets bought today!

Yeah—like this stupid interview!





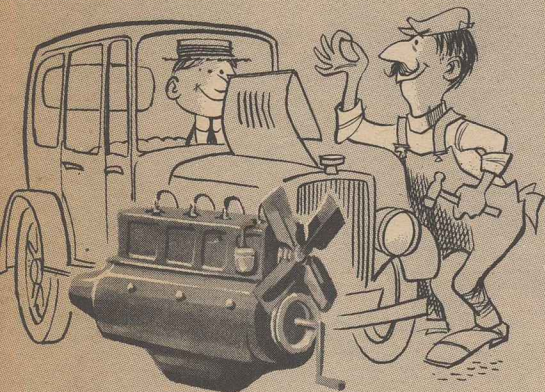
# ON THE SET



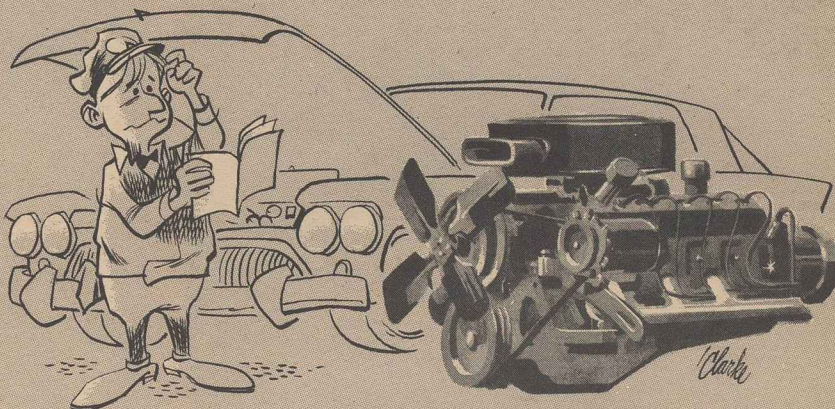


Quite a few issues back (MAD #82, to be exact!), we pointed out that progress brings change, but that sometimes the change isn't all for the better. Man often forgets to look back to see how far he's pro-

# MAD'S FOLLOW-UP R



The old fashioned car engine consisted of a few inexpensive parts which ran trouble-free for years, but only delivered a ridiculous top speed of 50 mph.

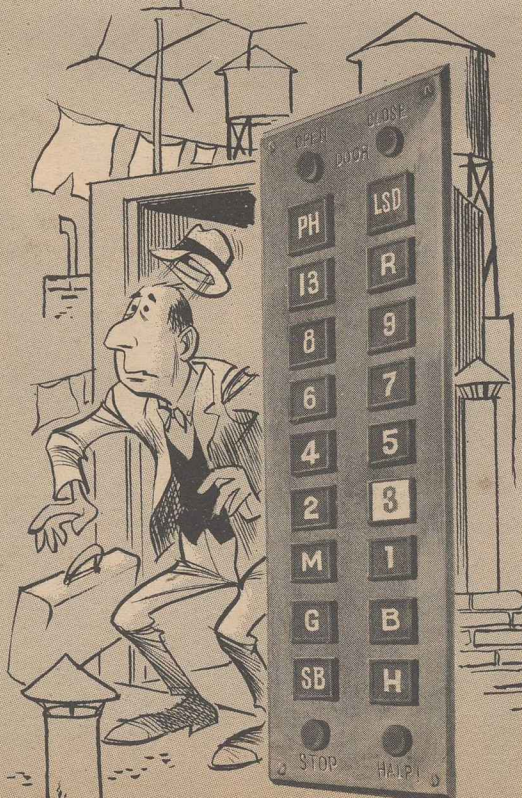
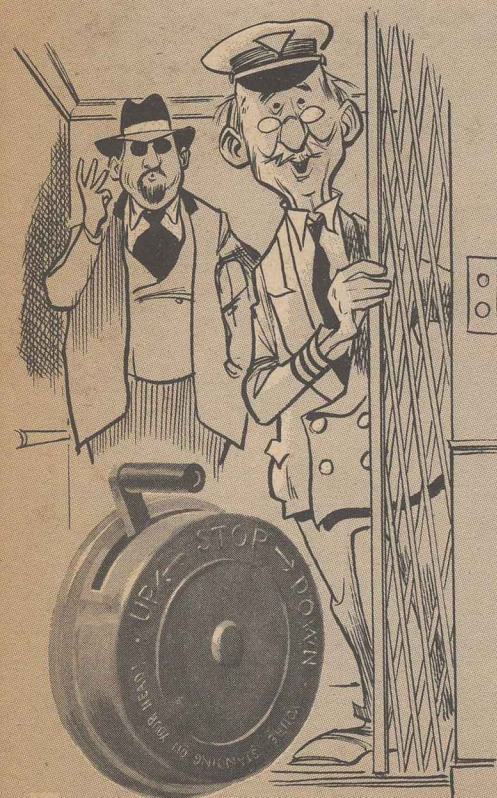


The modern, high-compression, supercharged, dual-carburetored V-8 car engine is in constant need of expensive replacement parts and repairs, despite its original cost of ten times the old-fashioned car engine. But its high horsepower delivers a top speed of over 130 mph! Too bad most highways only have a top speed of 50 mph.

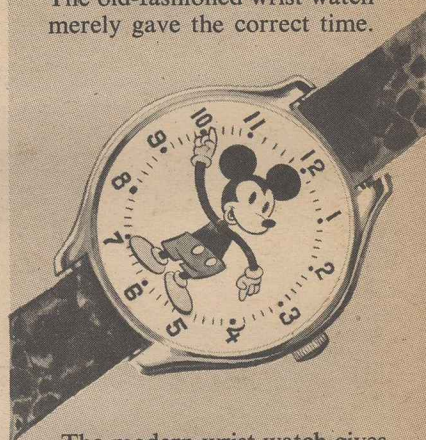


Recognize this man in uniform? He is an elevator operator. Better make that "he was an elevator operator." Yes, time was when you had to depend on him for service.

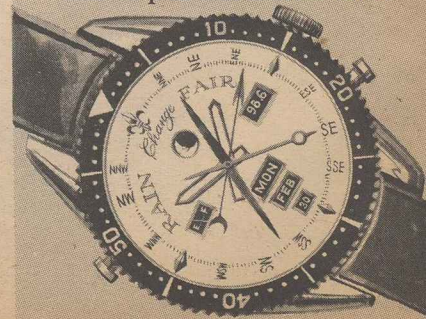
But not today. Now you have the modern self-service automated elevator. Merely step in, press a button, and "up" you go. Too bad you really wanted to go "down"!



The old-fashioned wrist watch merely gave the correct time.



The modern wrist watch gives the day, date and moonphases while showing elapsed time, sounding an alarm, and supplying a stop-watch. If you're really observant, you may be able to pick out correct time.







gressed. Which is what this next article is all about. It's also exactly what the article in MAD # 82 was all about, which gives you an idea of how progress can really take a beating. At any rate, here's

# EPORT ON PROGRESS

ARTIST: BOB CLARKE

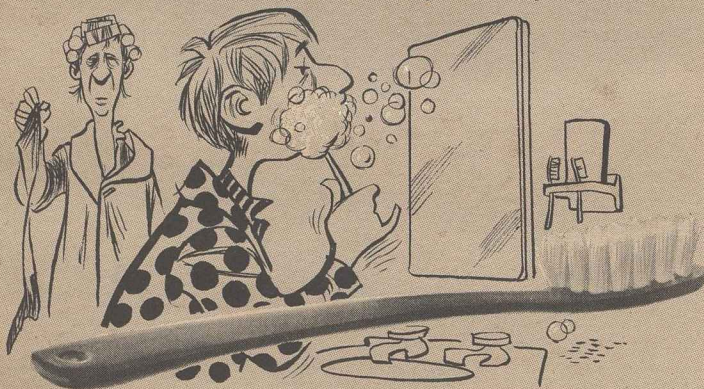
WRITER: DICK DE BARTOLO



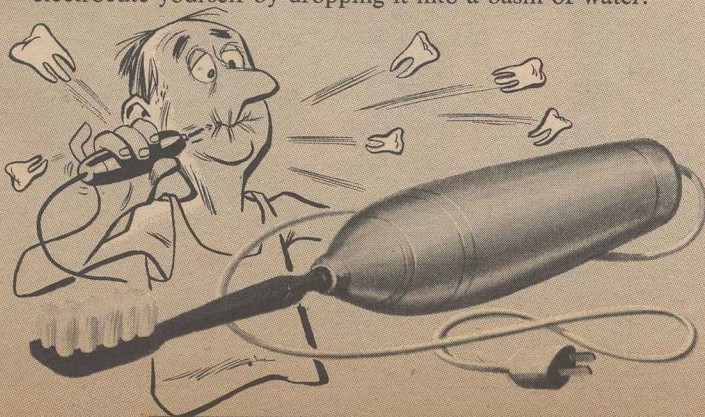
Picnics were often ruined in the past when you had the old-fashioned cans of beer and no one brought a "church key".

Modern pull-tab beer cans eliminate need for can openers entirely. Now picnics are often ruined because no one brings bandages for fingers cut by those metal pull-tabs.

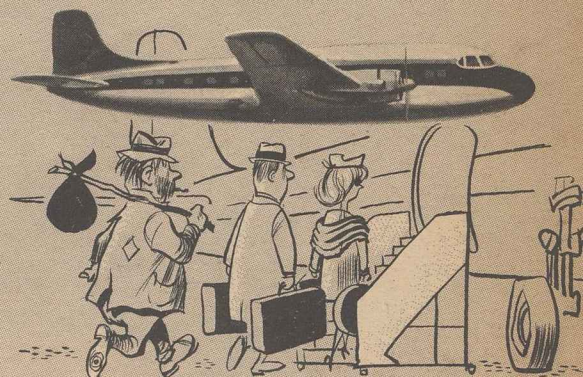
The old "manual" toothbrush merely cleaned your teeth.



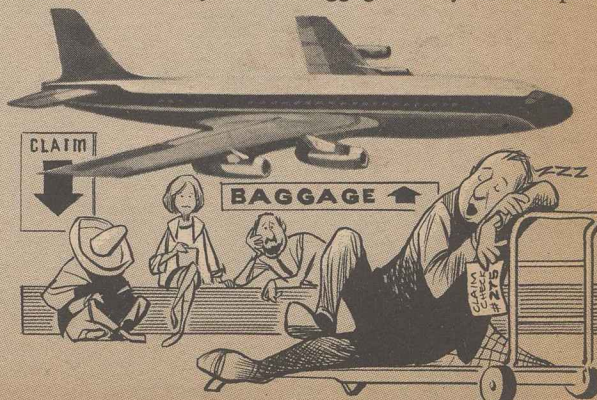
Today's streamlined electric toothbrush cleans your teeth with thousands of power strokes per minute . . . unless, of course, you forget to plug it in, or they turn off your electricity, or you want to use it away from an electric power source, or you short-circuit the thing and nearly electrocute yourself by dropping it into a basin of water.



Those ridiculous "prop" planes took over 11 hours to fly from N.Y. to California, and you had to carry your own luggage!

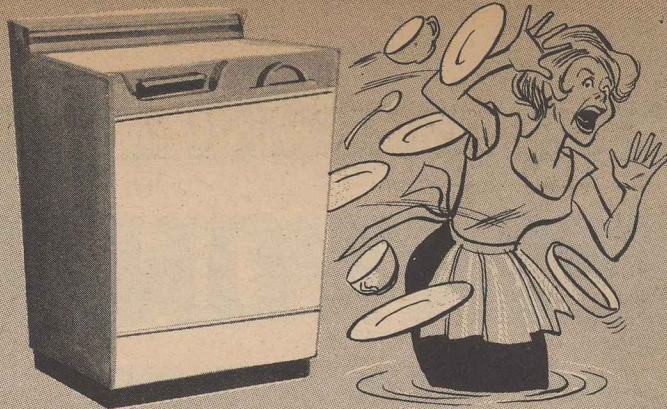
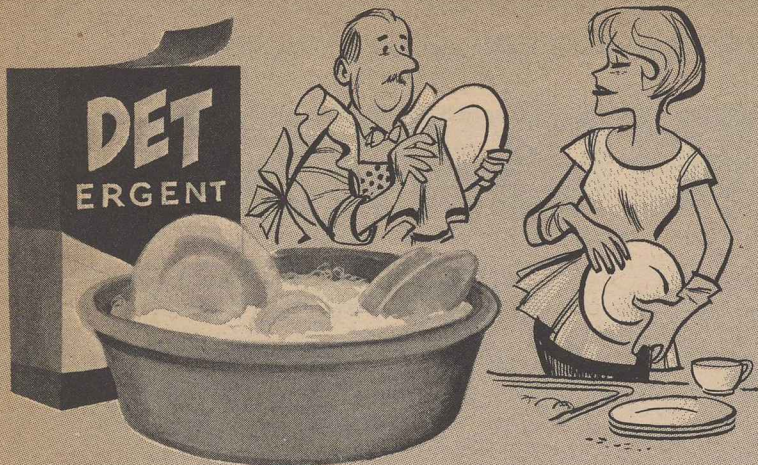


Today's modern jet planes whisk you from N.Y. to California in just over 5 hours . . . a full 6 hours or more before your lost luggage finally shows up.





Can you recall when washing the dishes took you a time-consuming 15 minutes and used up about 2¢ worth of soap?

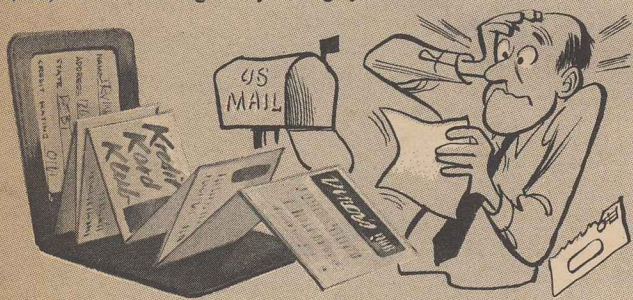


Compare that with using the modern electric dishwasher, which can usually be loaded with dirty dishes in half-an-hour, and only costs about 50¢ per wash (when you've averaged in the initial investment of several hundred dollars, plus costs of installation, plumbing, repairs, electricity, and about 2¢ worth of detergent per wash.)

Remember this stuff? It was called cash! People would carry 20 or 30 or 50 dollars worth of it . . . then lose it, and be out all that money.



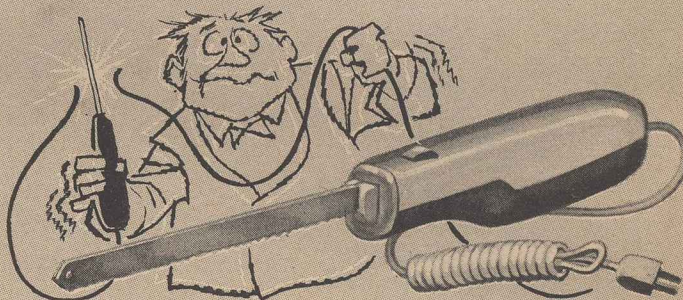
Here is the modern man's wallet. Notice—no cash! Just dozens of convenient (but bulky) credit cards. And if he loses them, he's not out one penny . . . not until the end of the month, that is, when he receives bills for \$23,589.37—charged by the guy who found his wallet.



Remember when you had to carve a turkey with that tedious back and forth motion using an old-fashioned plain knife?

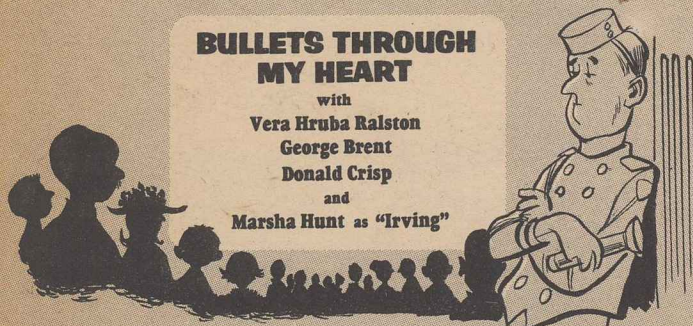


Today, with a modern vibrating electric knife, you merely have to guide it as it effortlessly slices through a turkey, and accidentally slices through its own power cord.



## BULLETS THROUGH MY HEART

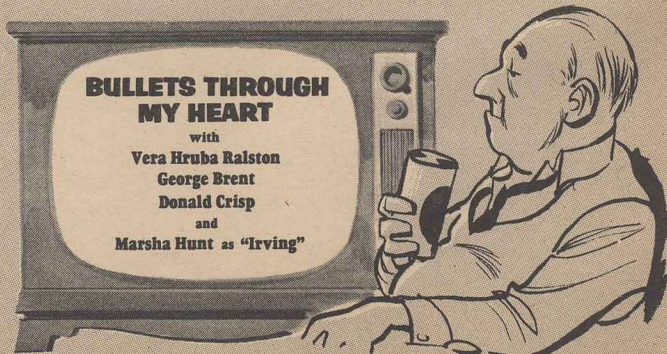
with  
Vera Hruba Ralston  
George Brent  
Donald Crisp  
and  
Marsha Hunt as "Irving"



Before television, if a person wanted to be entertained, he'd have to go to the movies—which in those days were nothing more than trashy, poorly written dull melodramas.

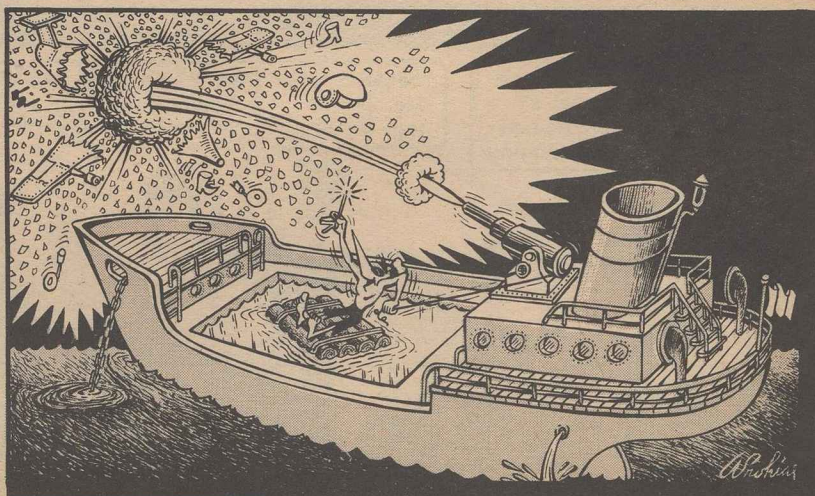
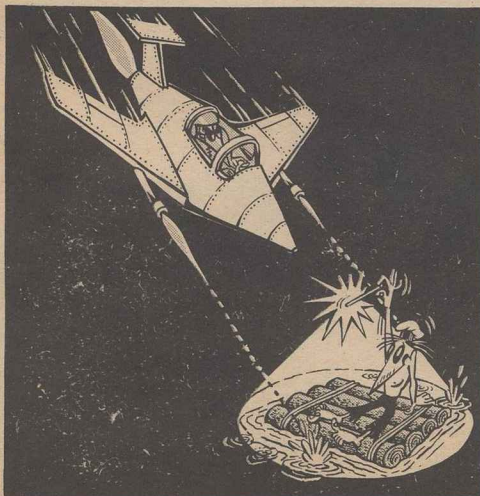
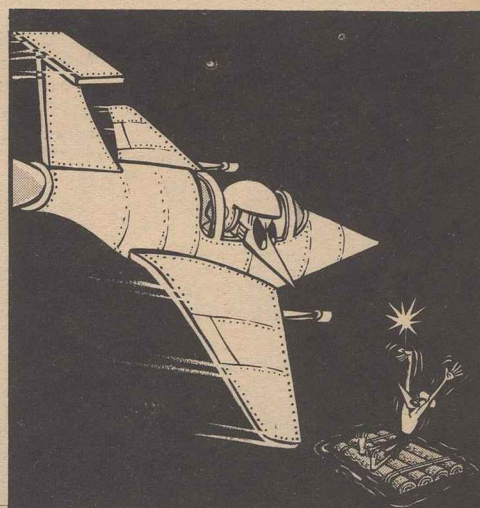
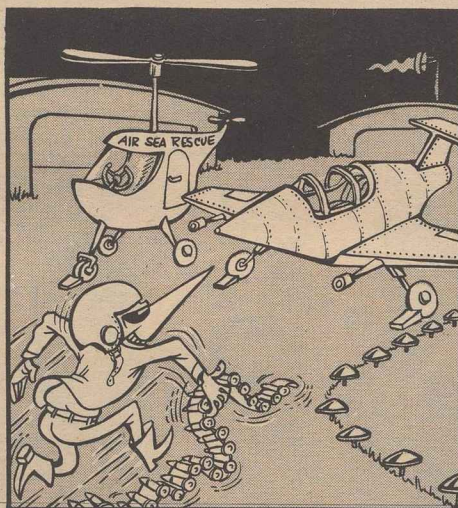
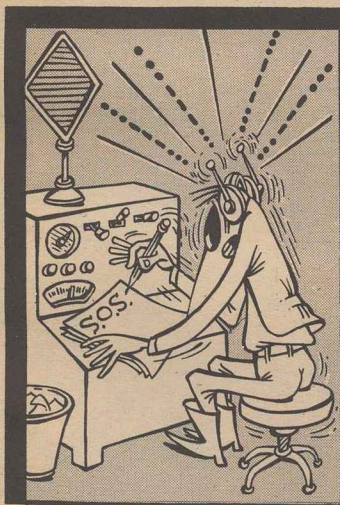
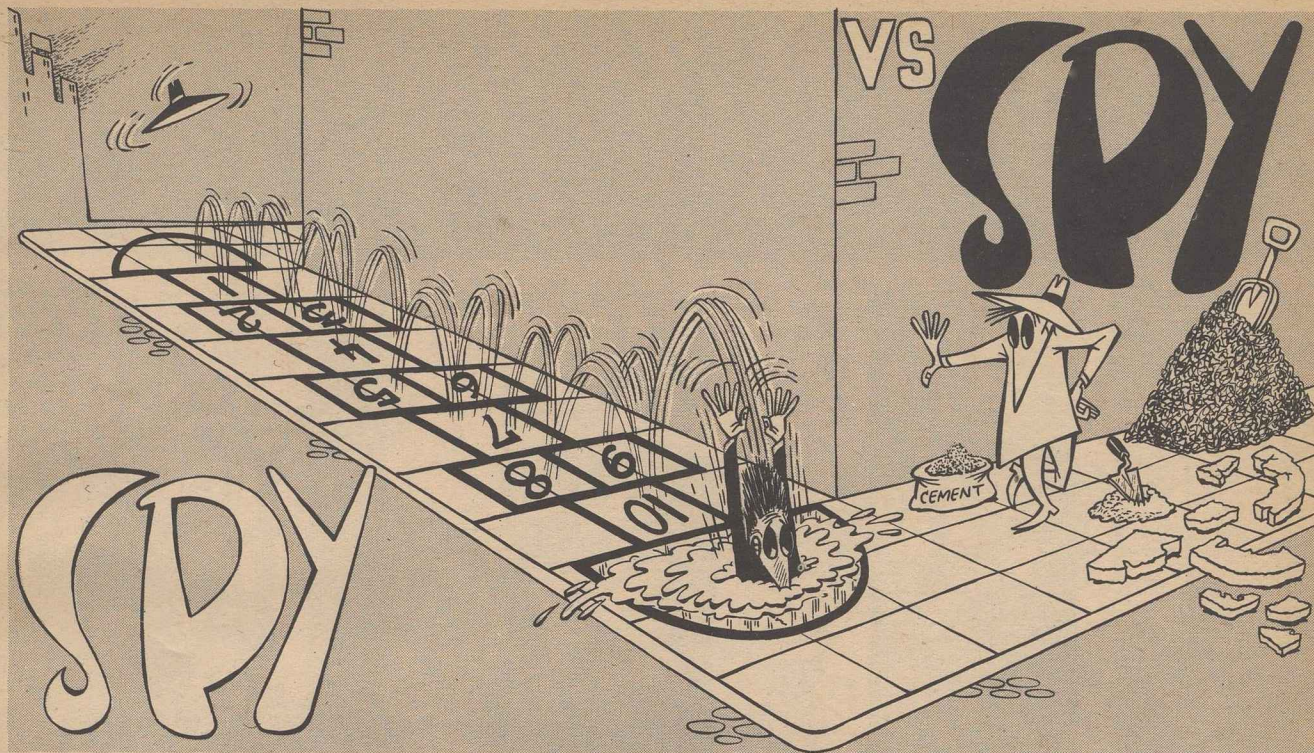
## BULLETS THROUGH MY HEART

with  
Vera Hruba Ralston  
George Brent  
Donald Crisp  
and  
Marsha Hunt as "Irving"



Today, thanks to television, a person merely has to turn a knob to be entertained in the comfort of his own home.

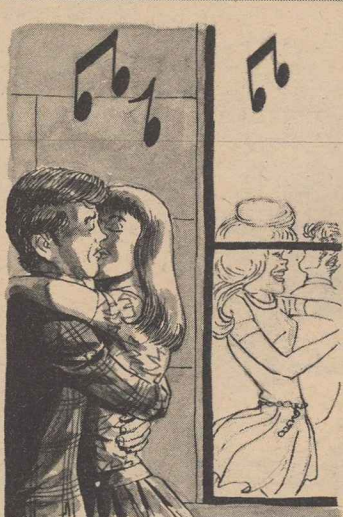






# THE LIGHTER SIDE OF

# TEENA

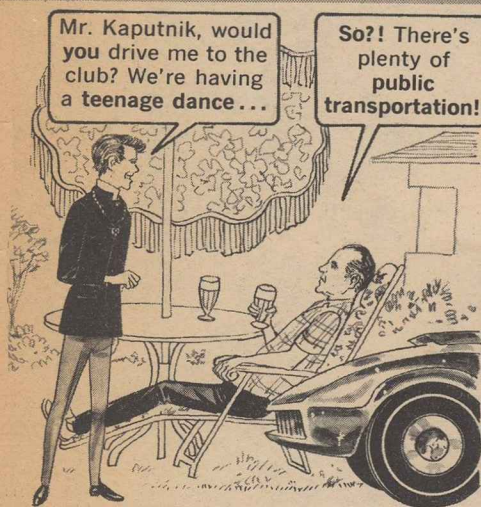


Don't you just love going to dances?!



Hi, Robin! Gee, I can't wait to go to the dance tonight!

I'm not going because Kathy isn't going! Kathy isn't going because Pam isn't going!



Mr. Kaputnik, would you drive me to the club? We're having a teenage dance...

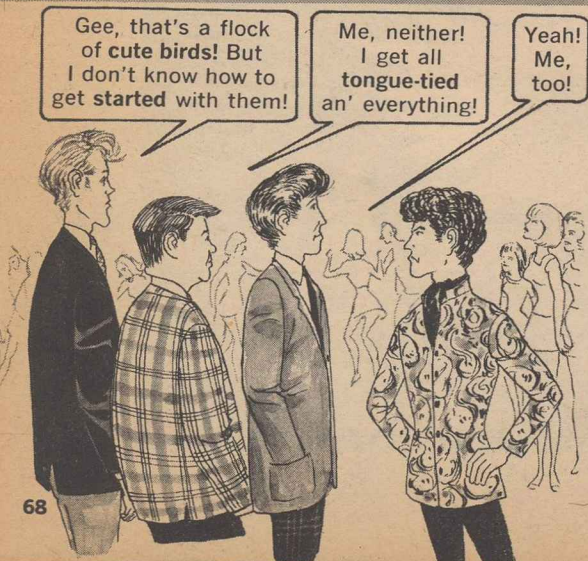
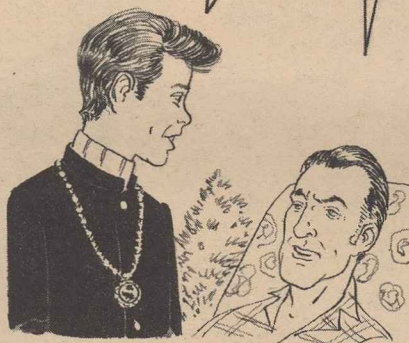
So?! There's plenty of public transportation!

Yeah, but you've got an eight thousand dollar sports car! I wanna drive up in style so the other guys will be impressed!

Oh, so you're a status-seeker!

I'll tell you how to impress the other guys! Here's a quarter! Take the "B" bus to the club.

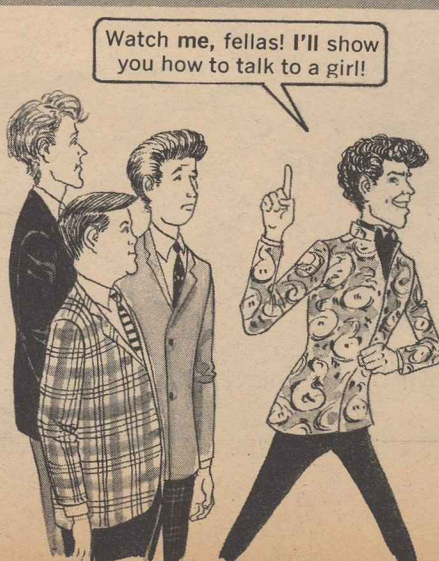
Then, you'll really drive up in style! The "B" bus costs THIRTY THOUSAND DOLLARS!



Gee, that's a flock of cute birds! But I don't know how to get started with them!

Me, neither! I get all tongue-tied an' everything!

Yeah! Me, too!



Watch me, fellas! I'll show you how to talk to a girl!



Hi! My name is Ronnie Barner!

Hi! My name is Nancy Campbell!



# GE DANCES

ARTIST & WRITER: DAVE BERG

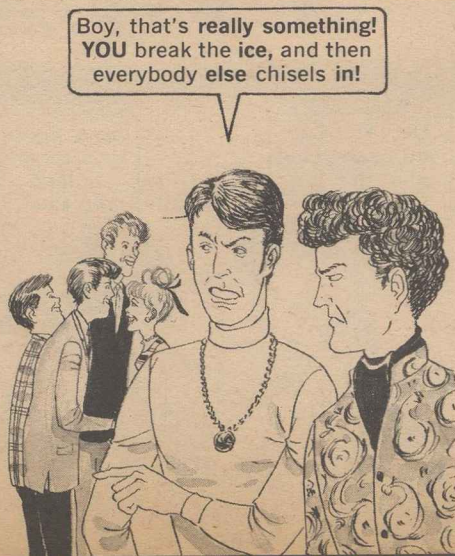
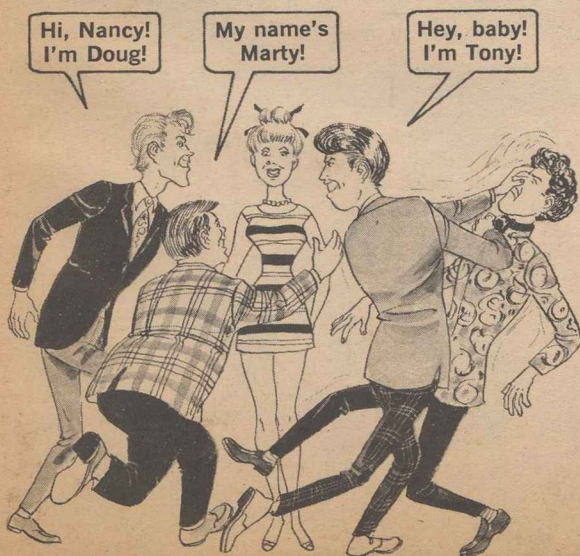
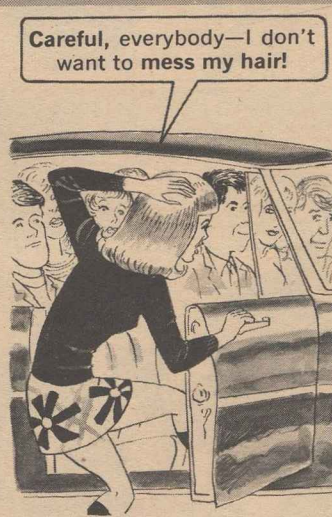


In that case, I'M not going, either!



If I say I'm not going—I'm not going!

I'm a big girl! I make up my own mind! Nobody influences me!

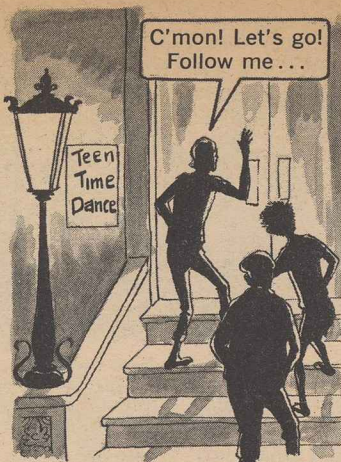




Will yuh listen to me?! I'm an old hand at crashing dances! All we gotta do is play it cool! Simply walk right in the front door like we belong, and then blend in to the crowd! Nobody will ever know the difference!



C'mon! Let's go! Follow me...



My goodness, that band is awful! They play much too loud!!



I beg your pardon?

THAT BAND IS AWFUL! THEY PLAY MUCH TOO LOUD!



SORRY! I CAN'T HEAR WHAT YOU'RE SAYING!

I SAID THAT BAND IS AWFUL!

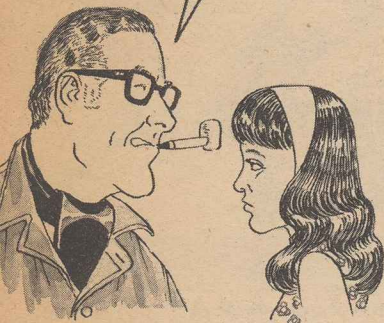


OH, YEAH! I AGREE WITH YOU!

THEY DON'T PLAY LOUD ENOUGH!



Everything you kids do costs me money! When I was your age, there were hard times! Yet, I managed to have a ball without spending a dime!



Can't you do something that doesn't cost money!?



Oh, Daddy! You're always exaggerating!

It just so happens that the school dance I'm going to on Friday doesn't cost a thing!



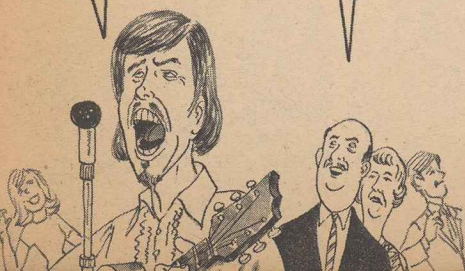
Whoopie! At last! Something for nothing!

Except I'll need twenty dollars for a new dress to wear to the dance!

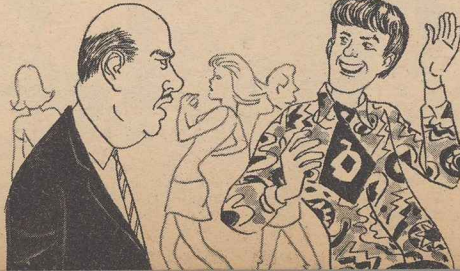


SAKA WAWA GINZA —YAH! —YAH!

I just don't understand the music these kids are dancing to these days! In fact, I can't even make out the words!



Hey, kid! Can you understand what that guy is singing!



Sure, Pops! He's comin' in loud and clear!

Loud, yes! But clear? Maybe the pitch is too high so that only dogs and teenagers hear it! Can you tell me exactly what he's saying?



Sure, Man! It's very simple!



There's a real doll over there! I'd like to ask her to dance, but she's with a real homely girl and I don't want to hurt the homely girl's feelings!

Don't worry about a thing, pal! I'll take care of that little matter! After 'all, I'm handsome and popular—and I can have all the dolls I want! So I can afford to give the homely kid a break!

Hi, honey! How would you like to dance with dashing, irresistible, charming, loveable me?!

No, thank you!

Huh?

You conceited, arrogant types **TURN ME OFF!!**



SAKA WAWA GINZA  
—YAH —YAH!

For a sixteen-year-old kid, you sure grew a pretty lush mustache!

Yeah! I did it so I'd look older! Now I can get to dance with the older—you know—groovier girls!

Just one minute, SIR!! This is a **TEENAGE** dance! You can't come in here!

TEEN-  
AGERS  
DANCE  
TONIGHT



Do you know how our dumb parents used to dance when they were our age?

No—how?

They used to hold each other like this! Yes—they actually touched!!

You know something?

Yeah! Our dumb parents weren't so dumb!



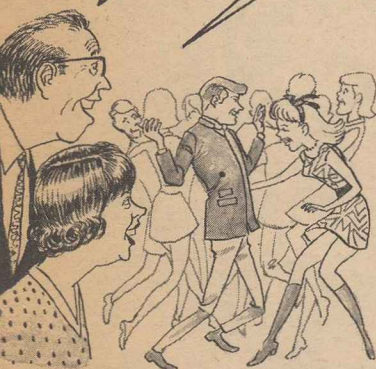
Look at those kids! Aren't they great!?

I'll say! They're all so agile!

Except that one over there! He's just a clumsy oaf!

What a lousy band!!

Who can dance to it!?



I'm so worried! This is Mary's first dance! What if she isn't popular? What if the boys don't ask her to dance? She'll be so hurt!

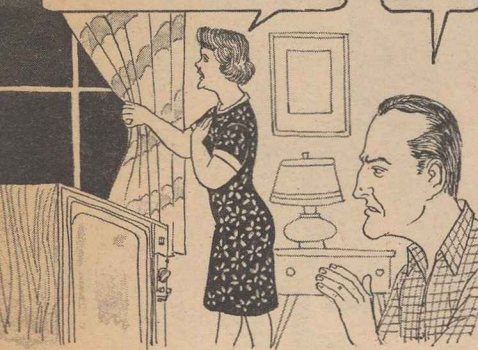
Worry! Worry! That's all you ever do!

Hi, Mom! Hi, Pop!

TELL ME, DID YOU GET TO DANCE? HUH? DID THE BOYS LIKE YOU? DID THEY...?

Did they ever!! I danced every dance... except when we went outside and kissed and stuff like that!

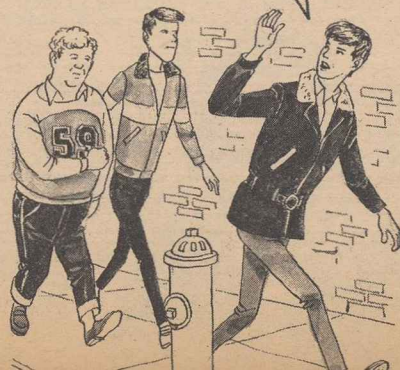
NOW, you've really got something to WORRY about!



Like, Man—what are we standin' around here for... doin' nuthin'!?

Let's go where the action is... at the school dance!

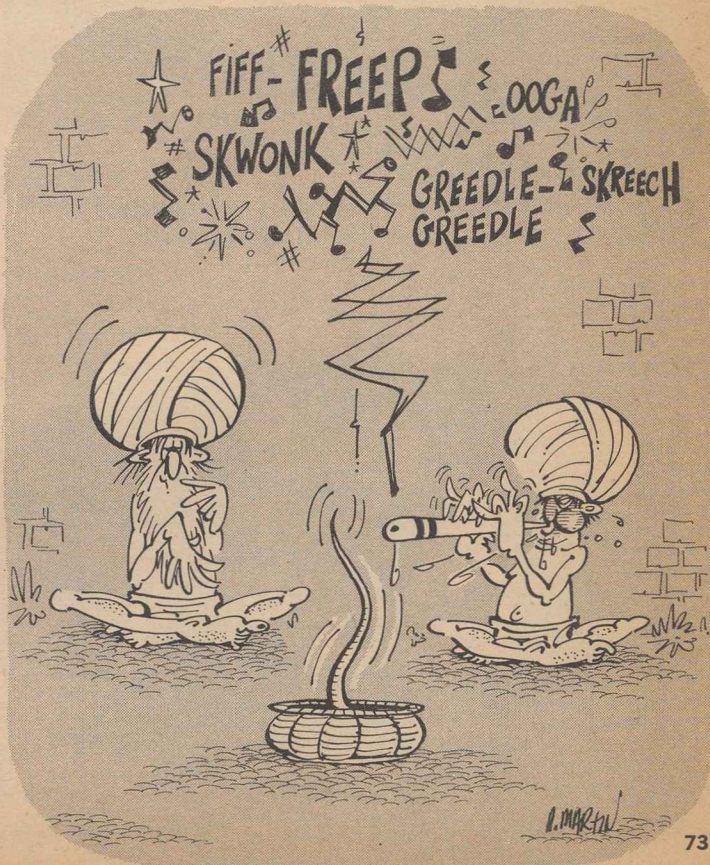
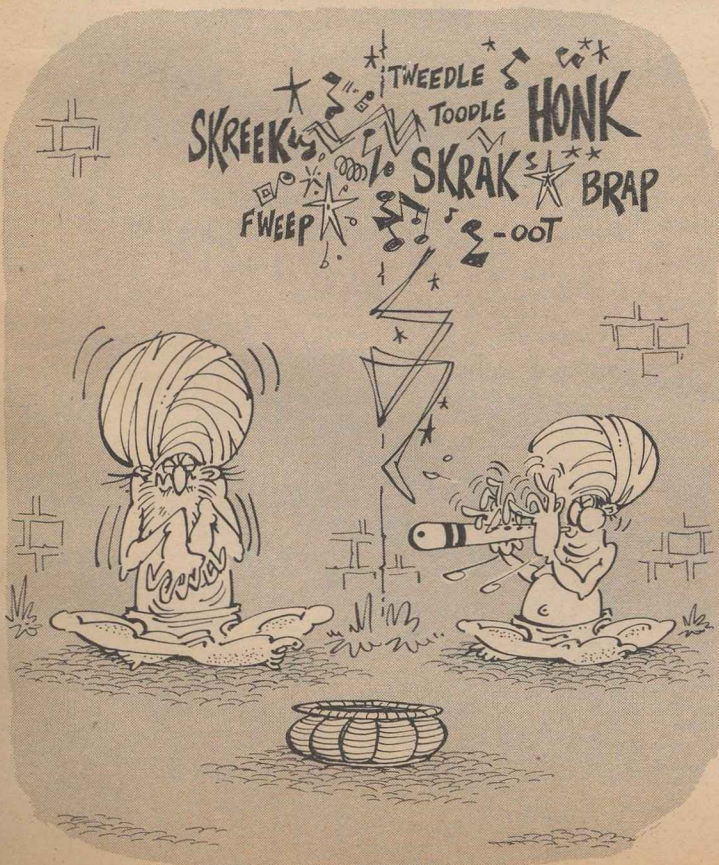
... an' stand aroun' HERE an' do nuthin'!!







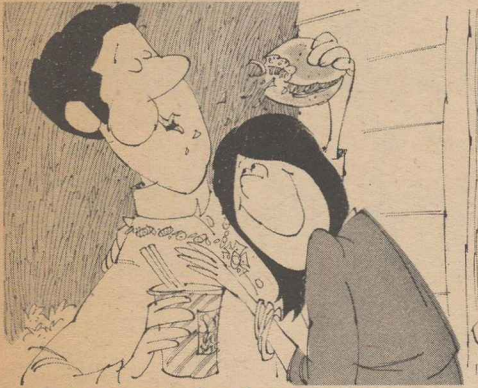
# ONE DAY IN BAGHDAD





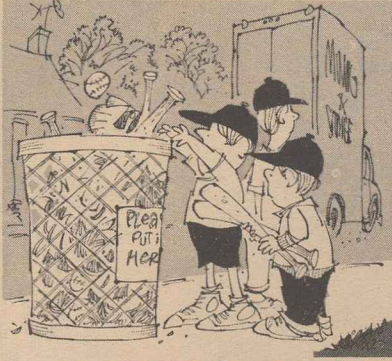
# You Know You've REA

You know you've REALLY MADE IT when ...



... you can eat a hamburger with raw onion and still get a goodnight kiss.

You know you've REALLY MADE IT when ...



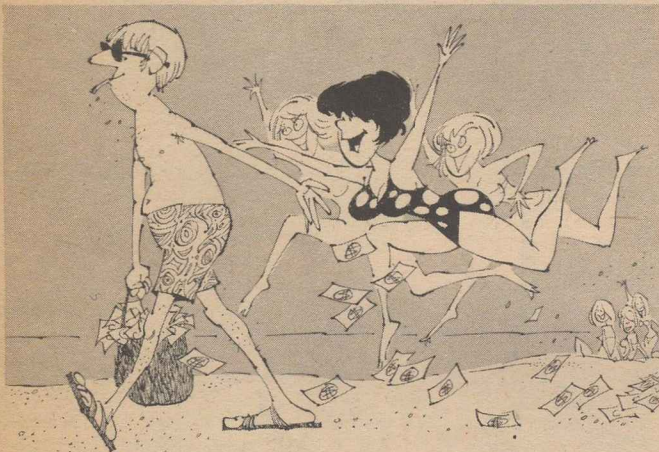
... you move out of town, and your Little League team disbands!

You know you've REALLY MADE IT when ...



... you get an invitation for a New Year's Eve Party ... in March.

You know you've REALLY MADE IT when ...



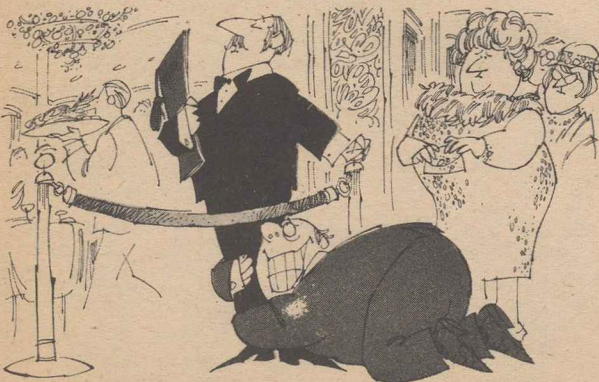
... you walk along the beach loaded with pretty girls, and you don't even bother to pull in your stomach.

You know you've REALLY MADE IT when ...



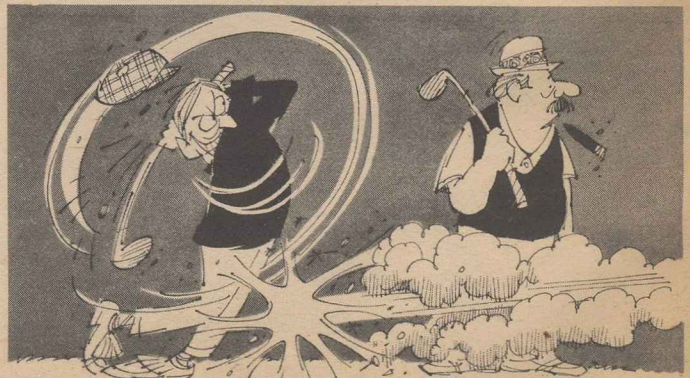
... you visit London, Paris and Rome, and don't even bother to take a camera along.

You know you've REALLY MADE IT when ...



... your restaurant is so busy, you turn the Mayor and his party away because he didn't make a reservation.

You know you've REALLY MADE IT when ...



... the boss invites you to his club for a game of golf, and you purposely try to beat his pants off.



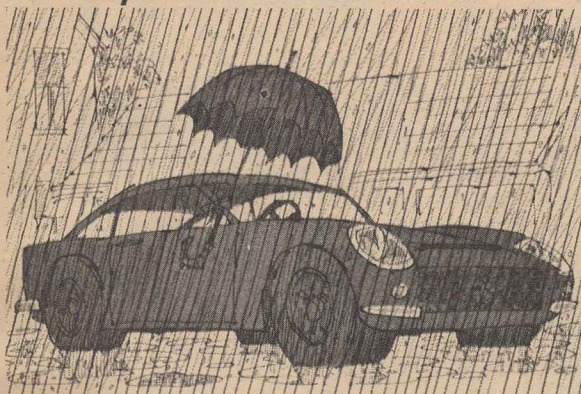


# ALLY MADE IT When...

ARTIST:  
PAUL COKER, JR.

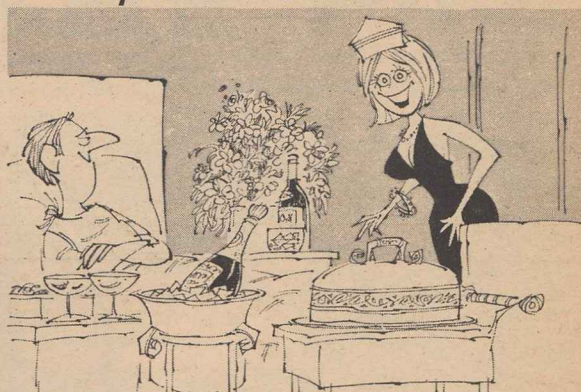
WRITER:  
FRANK RIDGEWAY

**You know you've REALLY MADE IT when ...**



... you have a four-car garage and you still have to leave your Ferrari out in the rain.

**You know you've REALLY MADE IT when ...**



... your nurse mops your brow and gives you back rubs, even after she goes off duty.

**You know you've REALLY MADE IT when ...**



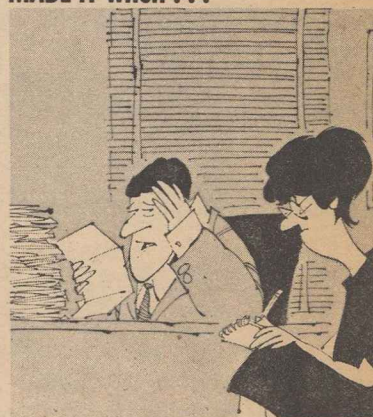
... your toupee blows off at the office and no one dares to laugh.

**You know you've REALLY MADE IT when ...**



... you receive thousands of Christmas cards, and you haven't sent out one.

**You know you've REALLY MADE IT when ...**



... you get rid of your beautiful secretary and hire an efficient one to get your correspondence done.

**You know you've REALLY MADE IT when ...**



... they always walk you, even when the bases are loaded.

**You know you've REALLY MADE IT when ...**



... you go to a dance and you don't dance because you don't really feel like dancing.

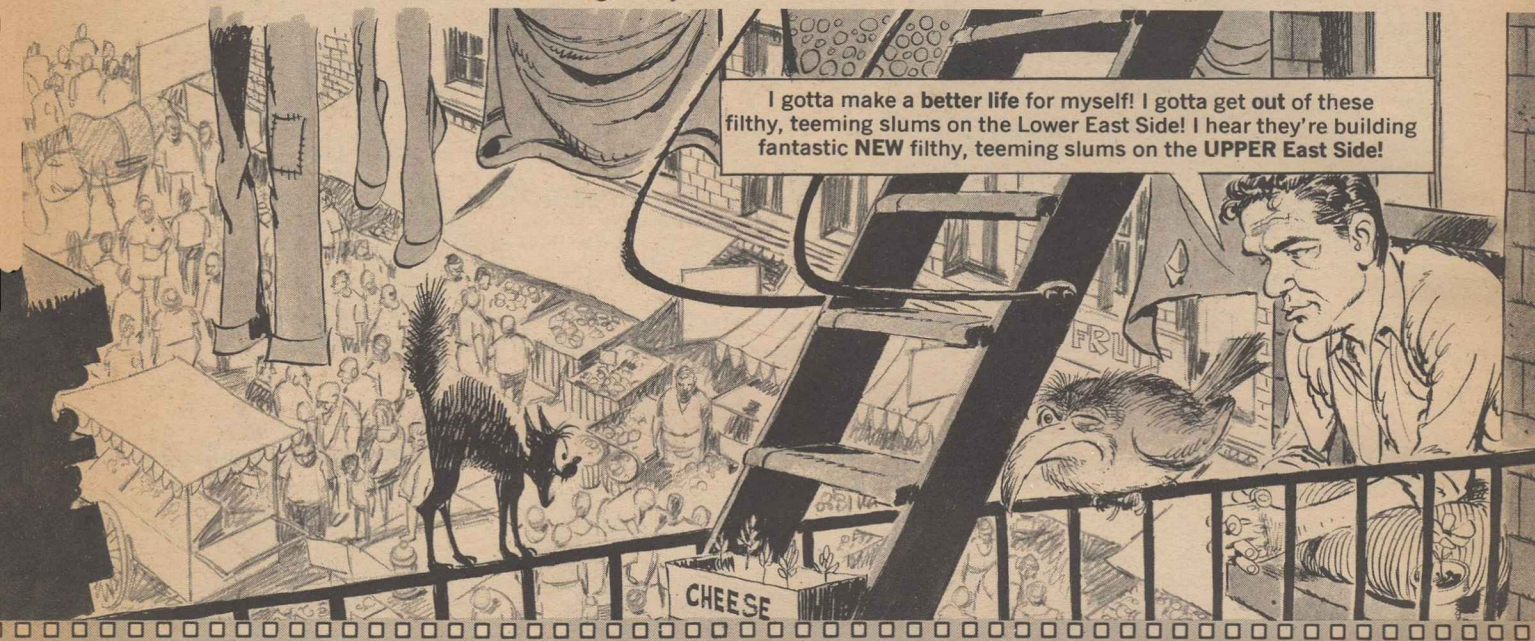


## DOUBLE STANDARD OF LIVING DEPT.

According to a dictionary, the word "success" means: "... the attainment of wealth, position, fame, etc." And that's the way Hollywood saw it for many years. Those of you who watch TV "Late Shows" will recognize ...

# THE TYPICAL

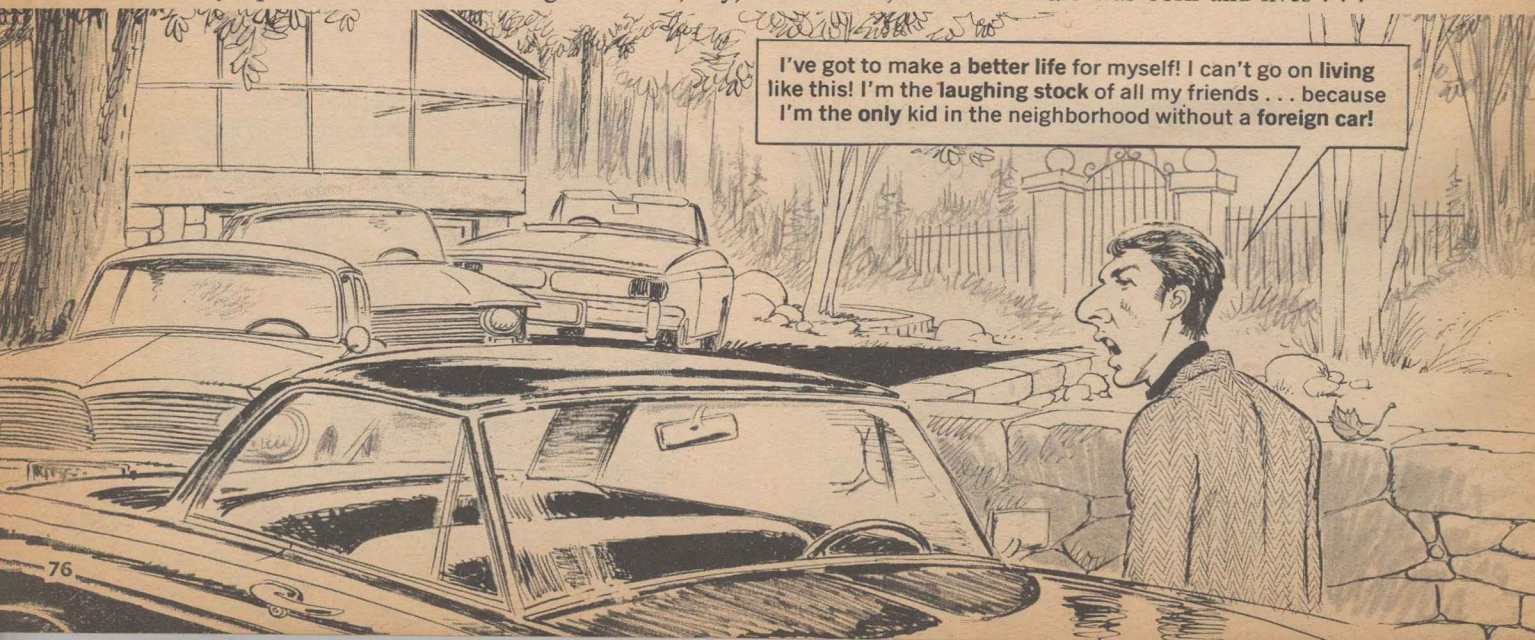
The typical "Success Story" movie of the past always took place in New York in the early 30's. It would invariably open with a shot of the teeming, filthy Lower East Side where our hero was born and lived:



But times have changed, and you can forget the dictionary, because the meaning of "success" has changed with them. Today, young people are rejecting old standards and values! Here, then, is MAD's version of ...

# THE TYPICAL

The typical "Success Story" movie of the future will probably take place in the suburbs of New York. It will invariably open with a shot of a large house in, say, Westchester, where our hero was born and lives ...







# L "SUCCESS STORY"

## MOVIE OF THE PAST

The hero's father was always a poor, uneducated immigrant who was never able to afford to give his son anything . . .

The father would want his son to take up music, but the son would always be more interested in a fast buck . .

Hey, Joey! Wha' fo' you sit-a all day an' you mope aroun'? Wha'sa matta from-a you?

I'm sick of this life, Pop! And I'm ashamed of you and your accent!

Mama Mia! Why you ashamed-a my accent?!

Well, for one thing—we're Jewish!



For-a forty-six years, I'm a save my pennies for to buy-a you this bassoon, Joey! I wanna you should be a great an'-a famous musician!

Sorry, Pop! I'm not interested in music! I wanna be a boxer! I wanna make dough! I wanna make it to the top! I wanna . . .

Oh, you gonna be a bassoon player! You gonna be a GREAT bassoon player! You gotta BIG-A MOUTH!!



ARTIST: MORT DRUCKER

WRITER: LARRY SIEGEL

# L "SUCCESS STORY"

## MOVIE OF THE FUTURE

The hero's father will be a rich executive—President of General Motors—who can afford to give his son everything!

The father will want to set his son up in business to make a fast buck, but the son will be more interested in music!

I'm sorry you can't have a Ferrari, Ricky . . . but how would it look at General Motors? By the way, what did you do with last week's allowance?

I bought myself a Piper Cub!

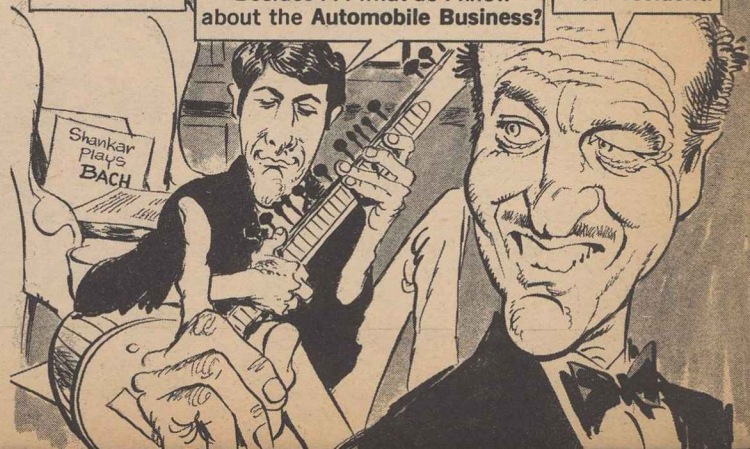
Good! Don't lose the change!



Rick, did you think about that job in Detroit I offered you?

No, I've decided to stay home and learn to play my Sitar! Besides . . . what do I know about the Automobile Business?

You'll learn! You'll start at the bottom . . . as a Vice-President!





There was always the scene on the roof with the slum girl from next door . . .

I got dreams, Shirley! I got plans!  
You see all that out there . . . ?

Yeah, Joey, I see it!

Some day it's all gonna be yours!

Big deal! What am I gonna do  
with four hundred pushcarts!

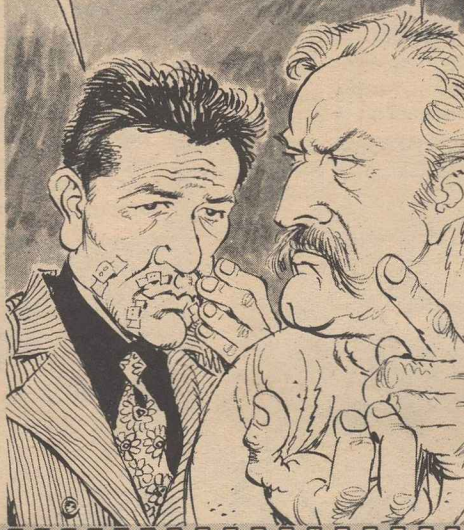


. . . And the scene where the hero leaves home and breaks his father's heart . . .

Good-bye, Pop! I'm leaving this dump!

Joey! You been fighting! Look-a  
you beautiful lips! You ruin-a  
you mouth! You mouth, she's-a not  
for fighting! She's-a for makin'  
beautiful music on-a bassoon!

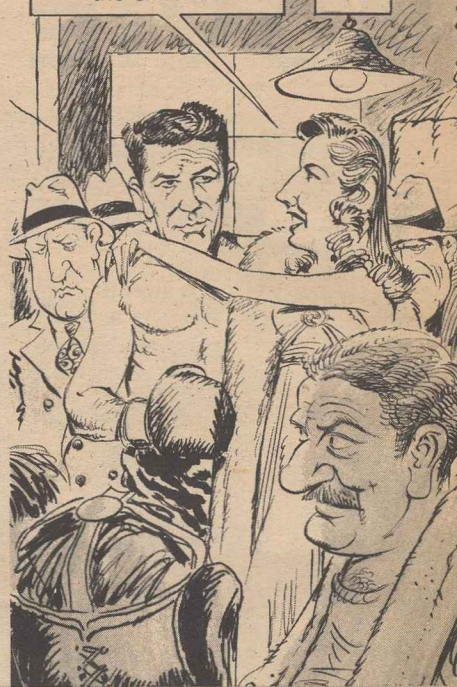
Who's been fighting? I've been on  
the roof for six hours . . . kissing!



The hero would become a boxer and meet a hard-boiled, fast-living girl . . .

I like the way you work,  
Joey! I like the way you  
move in! I like the way  
you hold on! I like the  
way you break from  
the clinches!

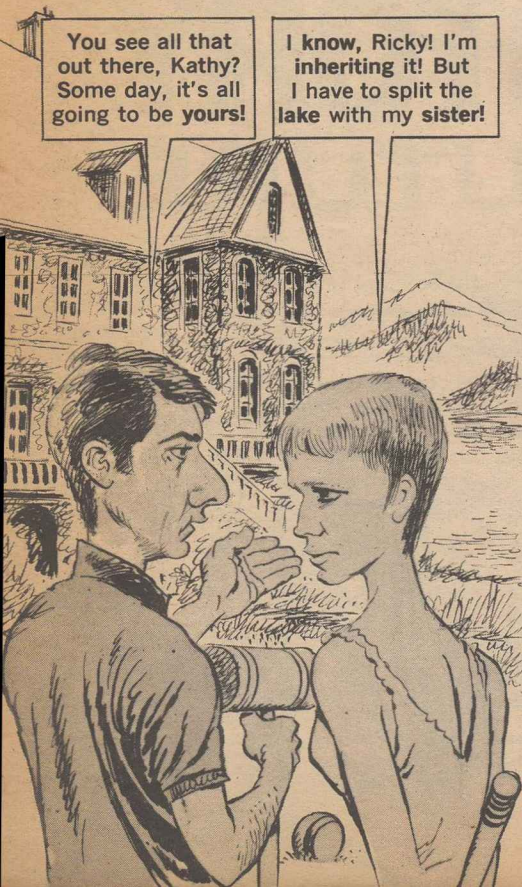
I also  
like  
the  
way  
you  
box!



Then there will be the scene with the girl from the estate next door . . .

You see all that  
out there, Kathy?  
Some day, it's all  
going to be yours!

I know, Ricky! I'm  
inheriting it! But  
I have to split the  
lake with my sister!

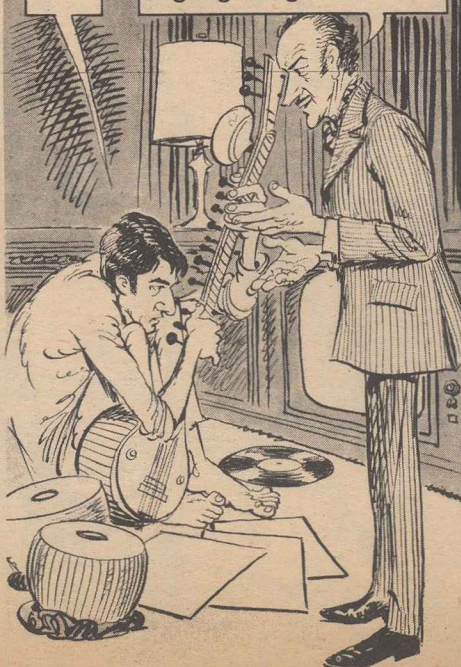


. . . And the scene where the hero remains at home and breaks his father's heart . . .

Are you still here! I thought I told you  
to go to Detroit and be a Vice-President!

Don't  
bug  
me,  
Pop!

Your fingers! You're ruining  
your beautiful fingers on  
that thing! How are you  
going to sign checks?!



The hero will go to a local discotheque where he'll meet a swinging Hippie . . .

I like the way  
you play, Rick!

I also like the way  
you make music!





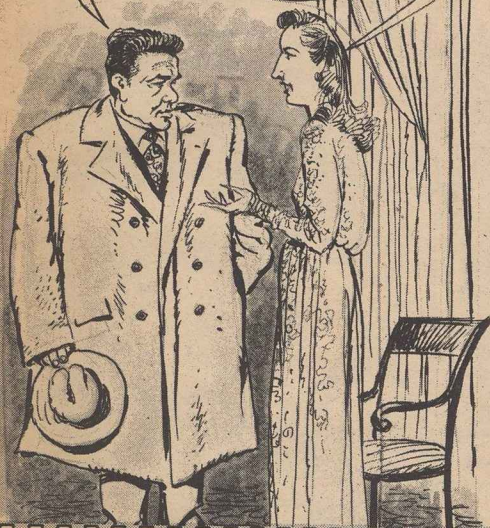
She'd teach him how to dress, how to groom himself, and how to live high . . .

See how much better you look with a new suit and haircut, Joey! You're on a one-way flight to fame! You're on a rocket to the stars! You're riding a crazy pink cloud to the end of the rainbow! You're—

Will you shut up!

What is it, Joey? You don't look so good!

It's either those sickening clichés . . . or I'm getting air sick!



And when his country called, he would go off to war and become a hero . . .

That Joey is a really great war hero!

He's already been awarded 14 medals and the Purple Heart!

The Purple Heart!? How did he get wounded??

You won't believe this, but he fell over a pile of calendar leaves!



When Joey fought the Champ, someone from his past would always turn up at ringside!

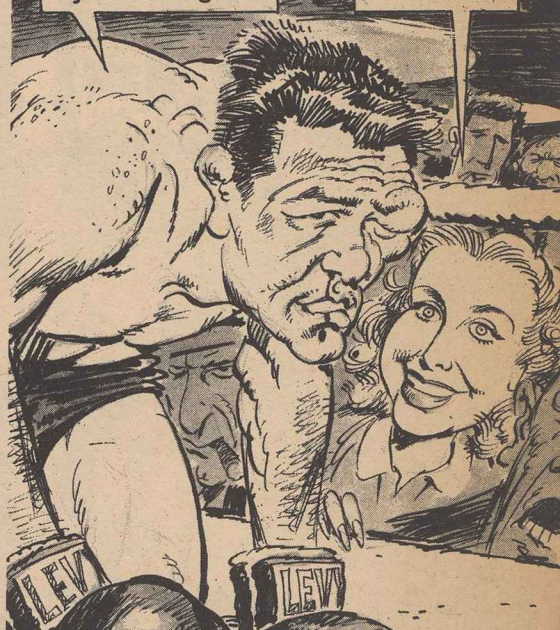
Joey! Remember me? A loved one from your past?! Give up boxing before it ruins you!

Pop! It's great to see you again!

Because first, your eyes go . . .

Pop! It's great to hear your voice again!

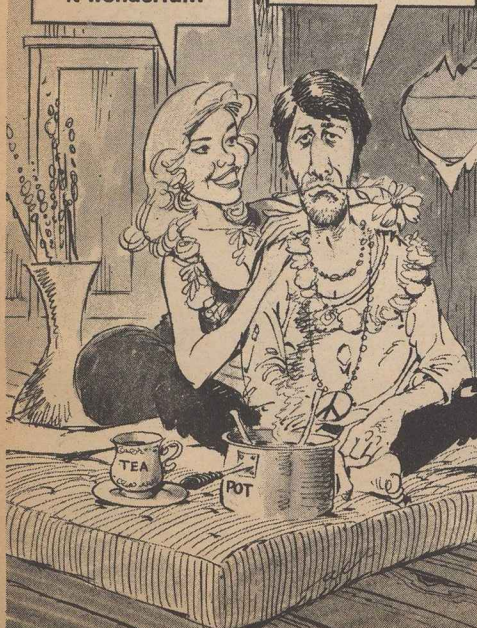
. . . and then your ears go!



She'll teach him how to dress, how to groom himself, and how to live high . . .

See how much better you look in filthy clothes and long sloppy hair, Rick! You've tuned out and you're going nowhere! Isn't it wonderful?!

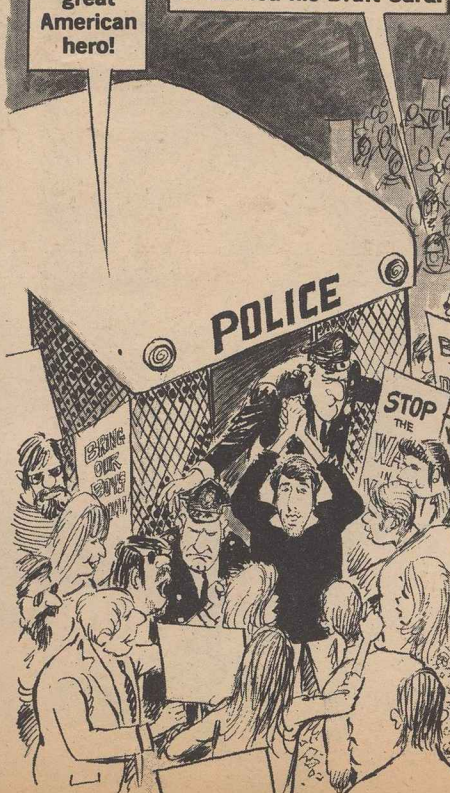
Now I really am what I always felt I was, Samantha—totally rejected and unloved . . . thanks to you—and DIRT!!



And when he's called, he'll go off to the Induction Center and come out a hero!

What a great American hero!

His country called, and he burned his Draft Card!



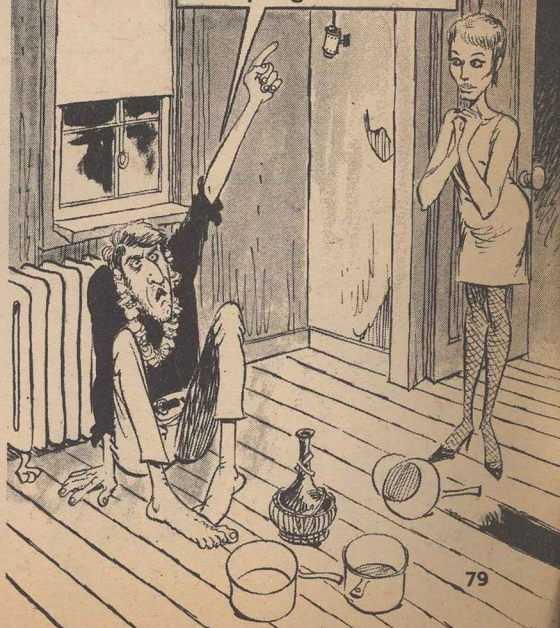
When Rick gets out of jail, he'll go on a fantastic LSD trip . . . which will be interrupted by someone from the past!

Rick! Remember me? A loved one from your past? Give up acid before it ruins you!

Don't interrupt when I'm talking to someone!

Oh! I . . . I apologize!

Now apologize to God . . .

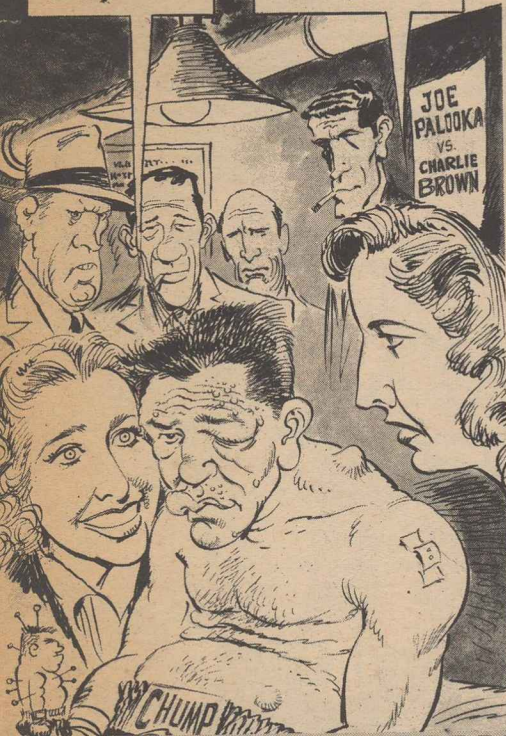




Joey was always torn between two worlds!

Give up boxing before it's too late, Joey! I love you ...

Stay in boxing, or you'll be the "late Joey"! The Mafia loves you ...



And so, Joey would make his decision ...

Isn't it wonderful, Pop? Joey chose me and his music over boxing and the Mafia!

That's a nice! But-a tell-a me! How did he become-a leader of the New York-a Philharmonic in-a joost-a one week?

'Cause he has music in his heart! He has rhythm in his soul! And he punched Leonard Bernstein in the mouth!



And so the kid from the Lower East Side, and the girl from next door would get married, and find happiness, status and success in a big house in the suburbs ...

You made it, Joey! You're a success because you gave up boxing just in time!

When we break from this clinch, I want you to go back to a neutral corner and turn off those bells! I can't stand those bells ringing ...

Oh, well ... you **ALMOST** gave up boxing just in time!



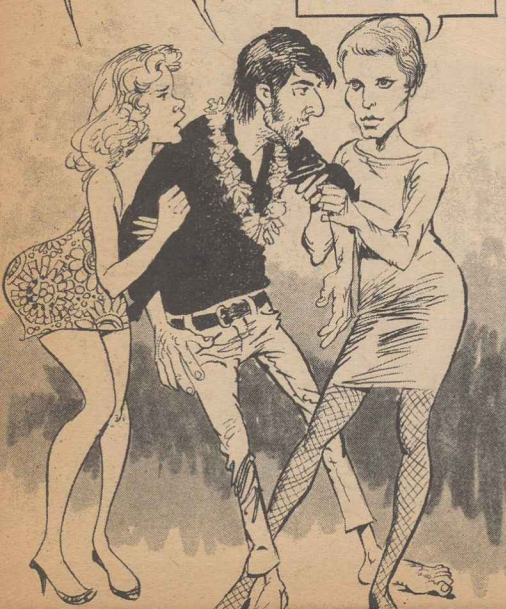
Rick will be torn between two worlds ...

Don't listen to her, Rick! Stay with me and we'll try Methedrine, STP, hashish, bananas and juice from sneaker laces!

Come with me, Rick! My Guru has the answer! Transcendental Meditation!

What do you and your Guru meditate about?

Methedrine, STP, Hashish, bananas and juice from sneaker laces!



And so, Ricky will make his decision ...

Go away somewhere and think it over, Rick! It's not easy to choose between two girls from two different worlds!

I just made up my mind!

What a coincidence! I just **BLEW** mine!

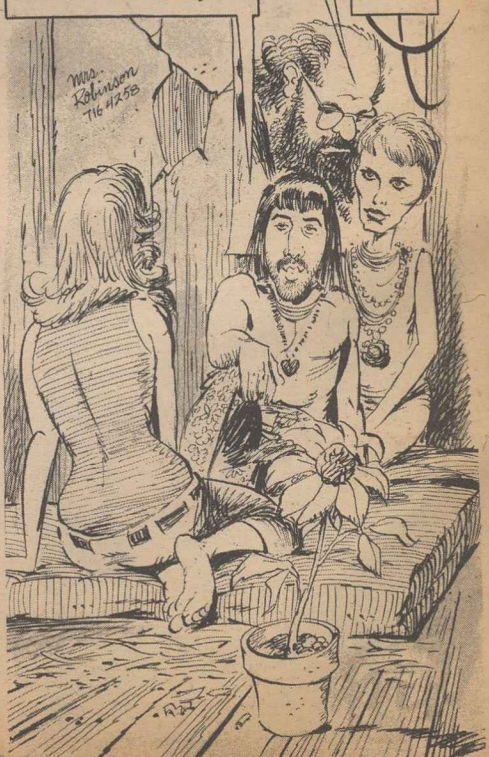


And so the kid from the suburbs and the girl from the estate next door AND the Hippie chick will all live together in a miserable pad, and find happiness, status and success on the Lower East Side ...

I'd marry you both in a minute, but our Hippie friends would object!

Why?

You're both **White!**





**IN WHAT  
BATTLE ZONE  
ARE THE MOST  
SHOCKING  
ATROCITIES  
BEING  
COMMITTED?**

# HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Hardly a day goes by without news of some horrible conflict taking place in some war zone somewhere. Today, a terrible battle is being fought, and the atrocities being committed are turning everyone's stomach. To find out where, fold in page as shown:



**FOLD PAGE OVER LIKE THIS!**

**A**

**FOLD THIS SECTION OVER LEFT**

**B** **FOLD BACK SO "A" MEETS "B"**



**ONE ATROCITY FOLLOWS ANOTHER IN WAR. SADISTS IN THE  
CAMPS OF BOTH SIDES COMMIT THEM. COURTS MUST ARRAIGN  
TRY AND CONVICT THESE KILLERS. JUSTICE MUST PREVAIL!**

**ARTIST & WRITER:  
AL JAFFEE**

**A**

**B**



IN WHAT  
BATTLE ZONE  
ARE THE MOST  
SHOCKING  
ATROCITIES  
BEING  
COMMITTED?



FOLD PAGE OVER LIKE THIS!

**A B** FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:  
AL JAFFEE

ON THE  
CAMPAIGN  
TRAIL!

**A B**



# The 60-second disappointment

It happens too often with a Parloraid Color Pack Camera! That's why we can't take a chance. We photograph these ads with a Nikon loaded with Ektachrome!



Photography by Irving Schild



Loco Programs 1972-73



SPECIAL  
★ **MAD** ★  
ISSUE

# FALL PRE VIEW





CBS has hired a Tibetan mystic to help the WALTER CRONKITE staff map plans for the new fall season. According to the swami, Cronkite's show will feature film coverage of the collapse of the Washington Monument on Nov. 16, San Francisco's slide into the Pacific Ocean on Dec. 9, the birth of triplets to Queen Elizabeth on Jan. 26 and Montreal's victory over Cleveland in the opening game of the World Series on Feb. 3 ... SOUPY SALES, who feels that being type-cast as a boob cut short his TV career, may try for a comeback as the intellectual host of a revived G.E. College Bowl next season. Only a slight change in format is planned. Instead of receiving scholarships, members of the winning quiz team would take turns throwing pies at Soupy.

ABC has firm commitments to air at least 3 major golf tournaments next year: the Andy Williams Open, the Bob Hope Classic and the Howard Hughes Invitational. The latter event shapes up as a TV first since Hughes doesn't intend to tell the network or any of the participants where the tourney is being held. . . The State Department has announced a cultural exchange with the Soviet Union via satellite for the 1973-74 season. The swap calls for America's highly rated All in the Family to be seen by Russian viewers on Saturday night while, in the same time slot, U.S. networks will all carry the Number One show emanating from Moscow, How to Increase Your Potato Production by 75 Percent.

JOHNNY CARSON re-visits his boyhood haunts on a Dec. 5 special entitled, Johnny Carson Goes Home to Corning, Iowa. The show features folksy chats with his sixth grade teacher, his scout master and his twin sister, none of whom remembers him. . . JACK PAAR makes a brief but long awaited return to TV Dec. 5 as guest host of the Johnny Carson Show while Johnny is out of town doing a special. . . The Johnny Carson Show of Dec. 5, with JACK PAAR serving as guest host, has been cancelled to make room for an NBC special entitled, Johnny Carson Goes Home to Corning, Iowa.

Producers of the surprisingly successful series, the Six Wives of Henry VIII, are working on a similar project to be serialized weekly for the next twelve years. Proposed title: The 273 Ravaged Maidens of Atilla the Hun . . . In observance of upcoming Brotherhood Week, all three networks will issue flat denials that they ever aired the Amos and Andy Show. . . Jack-of-all-trades GEORGE PLIMPTON has another special coming up this fall. It features George masquerading as an enemy agent in the Pentagon who does such a convincing put-on that he's executed for treason.



# THIS IS NBC WEEK...

## ADOLF AND ME

Lassie returns to network TV after a year's absence, this time cast as a Doberman Pinscher guard dog assigned to protect Hitler from treachery during World War II.

In the premiere episode, Lassie demonstrates her delight over playing a "heavy" for the first time by tearing three clean cut American spies apart limb from limb.

Comments Producer Granville W. Granville: "Some network people thought it was a mistake to cast Lassie as a Doberman. But at the age of 43, she's the only dog still alive who remembers World War II. So we took a chance, and it's working out nicely."

*Henny Youngman* shares top billing in the series as Hitler. The show also features *Dick Gregory* as Goering, *Paul Anka* as Von Ribbentrop and *Bess Meyerson* as General Erwin Rommel.

*Monday, 9 P.M.*







## TOW-AWAY ZONE

This latest entry from the Jack Webb stable of "factual" police — crime dramas tells the story of the Meter Maids. Each episode follows Associate Chief Ticket Hanger Muldoon (*Annette Funicello*) and her Motor Scooter Squad sidekick, Rookie Wladicek (*Barbara Stanwyck*) through an action paced day of marking tires with chalk, writing two-dollar citations and shooting it out with criminal psychopaths who park in loading zones.

All cases are drawn from the files of the Los Angeles Police Department, which, according to network press releases, contain "some of the most notorious and cold blooded parking violations in the history of law enforcement." The opening episode pits Chief Muldoon and Rookie Wladicek against an emotionally unstable motorist (*Jerry Lewis*) who runs amok after finally locating a space by a meter and then discovering he doesn't have change for a quarter.

*Tuesday, 8:30 P.M.*

## THE SKIP ZBOJNIEWICZ SHOW

Once again, NBC breaks new ground in the variety show field by starring a Polish comedian who tells "dumb American" jokes. Young Zbojnowicz, whose only prior TV experience came as the blacksmith's helper who lifted horses off the ground so they could be shod on "High Chaparral," appears to lack some of the usual talents of a comedy-variety host.

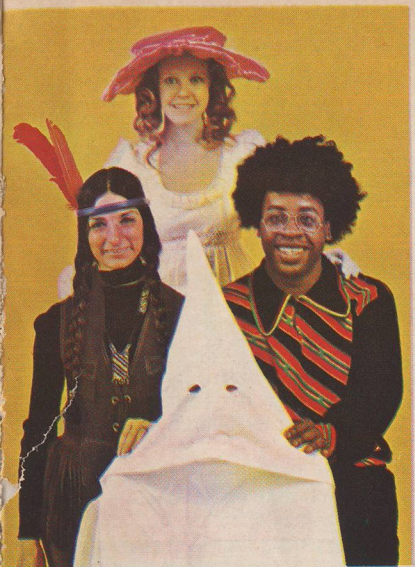
Unable to sing, dance, act or play a musical instrument, Skip's appearances on the premiere show are confined to a one joke monologue with no punchline, and a brief exchange with Guest Star Truman Capote in which Skip flattens the noted author with a right cross to the chin.

Confides Producer Zackheim Fitch: "We hope to have Skip do more later in the season, but right now, we're bringing him along slowly. We didn't exactly plan it like that. It just seems to be the only way he can be brought along."

*Thursday, 8 P.M.*







## ALL IN ONE WEIRD FAMILY

Although numerous Archie Bunker replicas are likely to turn up before long, NBC hopes to top them all in the venomous hatred department with Beauregard Jukes (*Bill Joe Mudge*).

Cast as a demented redneck, Beauregard sets the tone for this new comedy series in the opening episode when he flies into a foul mouthed rage after learning that his wife of 28 years, Many Bison Pelts (*Naomi Sparrow Twitter*), has neglected to tell him she's an Indian.

Beauregard is again the butt of all jokes in Show No. 2 when his son-in-law Kingfish Washington (*Michael Poitier*), calls the family's attention to the fact that he's black. In still another segment, daughter Memphis Belle (*Maude Dimlit*) is uncertain how to react when Beauregard and his cronies lynch Kingfish.

*Saturday, 8 P.M.*

## THE GAY LIBERATORS

Bowing to screaming pressure from a large section of the viewing audience, NBC presents a daring breakthrough in TV programming with this new series which features the crusading efforts of a fey commando group of emancipated "Gay" people in their struggle to win a Unisex World.

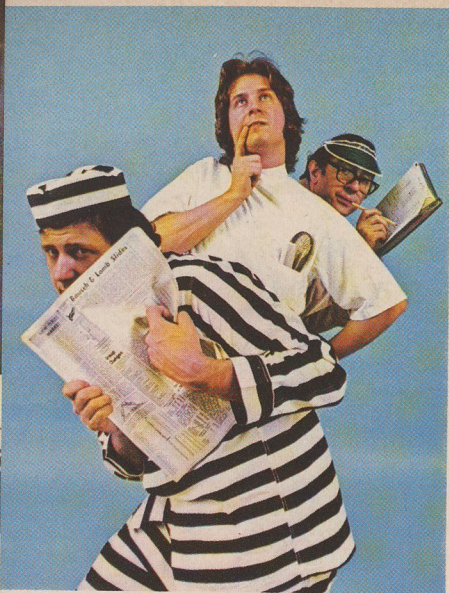
Operating from their storefront boutique, *Rock Ristlimp* as Troy Trey, *Rex Sashay* as Skip Steppe, and *Peggy Mannish* as Jo Bulldyke sally forth to confront the enemies of delicacy.

The pilot episode features them in their effort to infiltrate the Steel & Concrete Construction Workers Union, only to discover that the Amalgamated Hairdressers have already taken over.

*Sunday, 9 P.M.*







## THE TIMID ONES

This new anthology actually consists of three separate, alternating shows, sub-titled "The Bookkeepers," "The Hairdressers" and "The Stool Pigeons." However, all scripts will maintain one common denominator: the dramatic portrayal of the sniveling coward's vital role in modern society.

In one early episode of "The Bookkeepers," C.P.A. Newton Krumble (played by *Newton Krimble*) is beaten to a pulp by Syndicate muscle men when he fails to juggle their books fast enough to suit Mr. Big (played by *Mr. Vito Bigg*). Naturally, right wins out over might in the end as Krumble dies of his injuries, thus leaving the Organization to muddle along without a bookkeeper.

Chief obstacle to the show's success appears to be the fact that each episode ends with all the stars being killed by bullies. Producer *Willis Doily* is aware that he's running out of series regulars, but remains too frightened of reprisal by the network to admit it.

*Wednesday, 10 P.M.*

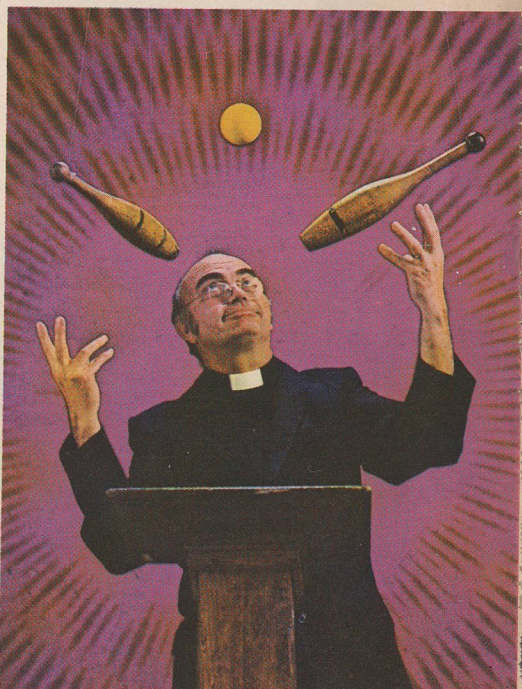
## SIGN-OFF SERMONETTE

Television's oldest continuous feature takes on an all-new look this season as Host Rev. Luther Framingham attempts to lift the show's rating above the 0.01 level, where it has hovered for 27 years.

"Our 3:15 A.M. time slot has always been a bad one," admits Rev. Framingham, "And being sandwiched in between the national anthem and the test pattern hasn't helped us in the Neilsens either. But we're hoping that the presentation of Biblical wisdom in a variety-musical format will entice viewers to stay tuned after the late, late movie and catch our show."

Program plans call for the new season to get off to a rousing start with *Don Rickles* and *Zsa Zsa Gabor* joining Rev. Framingham on opening night for a medley of quotations from the Book of Isaiah.

*Nightly, 3:15 A.M.*





# FOR 1972-73 CBS PRESENTS...

## UGLY FACE

Fatsy Punkin stars in this truly different show about a career girl in the big city. Tipping the scales at 260 and suffering from acne, Fatsy not only fails in her bid to break into show business, but also discourages the advances of men she meets without even trying.

In the opening episode, Fatsy gets a job as a file clerk in an all-male office and moves into an apartment building where she is surrounded by eligible bachelor neighbors. The hilarious pay-off comes when none of the men ask her for a date or even speak to her.

Future story lines will feature Fatsy's adventures as she hangs around cheap dance halls hoping to be picked up, stays at home to do her laundry and work crossword puzzles, and bumps into strange men on elevators who swear at her for being a clumsy ox.

*Saturday, 8:30 P.M.*







## GINFUMES

In this spin-off from the long running "Gunsmoke," Miss Kitty (Amanda Wotzername) finally moves up to the role of star as a lady saloon owner. Also, she finally starts showing a profit by barring Fester and all the other drink cadging deadbeats in town from her establishment.

The Marshal (James Harmless) makes a cameo appearance in the season opener, but leaves quickly when Miss Kitty demands that they

either break off their affair or go out on at least one date after 17 years of courtship.

With the Marshal thus disposed of, Miss Kitty marries Lump, the bartender, and the balance of the series portrays their mundane lives as purveyors of cheap rotgut. Producers say that the saloon will operate much as it always has, except that drink prices will be raised to pay for furniture that gets demolished in the show's weekly brawls.

Monday, 8 P.M.



## THE EVEN NEWER DICK VAN DYKE SHOW

CBS makes a bold departure from tradition by launching the first Dick Van Dyke Show it has ever attempted without Dick Van Dyke. Network officials admit they are gambling that the magic of the star's name, coupled with strong performances by a supporting cast, will enable them to get through most of the season before viewers notice that Van Dyke never appears.

The season's highlight is expected to be the Christmas show, which features Martha and the twins (Sophia Loren, Victor Mature and Roberto Clemente) decorating the tree when Uncle Knute (Pinkie Lee) arrives with word that Dick is trapped in an avalanche and can't be rescued until spring.

Wednesday, 9:30 P.M.

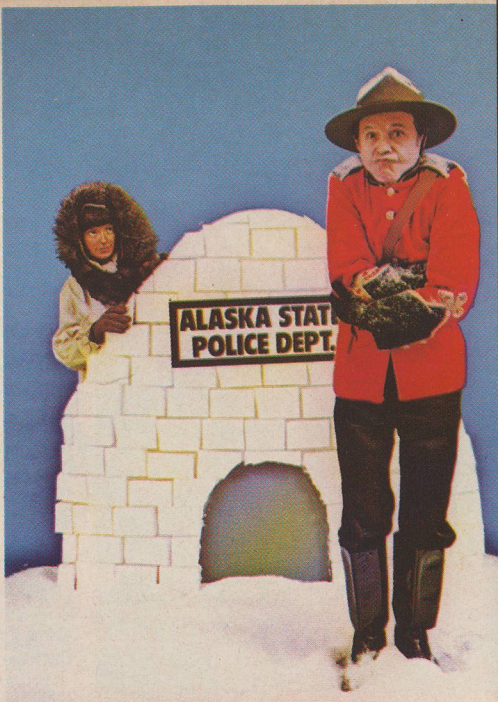


## ALASKA FOUR-NINE

*Jack Fjord* stars as Chief McKayak of the Alaska State Police Undercover Squad in this new crime thriller filmed on location 950 miles northeast of Nome. McKayak concentrates chiefly on finding covers for his Undercover Squad to get under as the temperature drops to 80 below. However, he also ventures out of his igloo headquarters occasionally to hunt for crooks.

Early episodes depict very little crime fighting, partially because McKayak's district contains only 87 residents scattered over 30,000 square miles, and partially because a gang of would-be car thieves gives up after discovering that there are no roads to drive on anyway.

Fjord is ably supported in whatever he thinks he's doing by *Fred Loping Wolf*, who plays the police harpoon ballistics expert; Bush Pilot *Speed Ketchikan*, who makes the yearly mail delivery, and the *Andy Williams* bear, who portrays himself. Tuesday, 8:30 P.M.



## THE WILLIE W. WURLINGHOFF SHOW

A totally new concept in late night talk shows is unveiled by CBS as it boosts a virtual unknown into the spotlight as host. *Willie W. Wurlinghoff*, remembered only for his roles in commercials as the newlywed whose marriage is floundering because of his wife's lousy coffee, will chat nightly with other commercial performers as they explore their trivial complaints in depth:

Explains a network official: "All of

Wurlinghoff's guests have been confined to one-minute spots in the past, and we think viewers want to hear a lot more detail about their problems with sink stains and bad breath and irregularity and things.

The premiere show features *Natalie Fourbush*, whose dentures are discolored from eating cherries; *Fred Bluffty*, who grouses about his acid indigestion, and *Betty Lu Ann Nipkus*, who offends the others by using an ineffective deodorant.

Nightly, 11:30 P.M.







## CITY ANIMAL SHELTER

With established medical shows already running low on dramatic, grisly human diseases, it was inevitable that TV eventually would have to turn to mangy, distemper racked animals for fresh material. This network newcomer does just that.

Top billing is shared by *Broderick Crawford* as gruff but kindly Veterinarian Ken L. Rashun and former "Miss Secaucus" *Valerie Pluntz* as his dumb but inept nurse, Pomeroy.

A typically wrenching episode finds Doc Rashun fighting to save a spaniel puppy who has been bitten by a rabid child. Ultimately, the puppy dies and Rashun makes a dramatic plea to the city licensing board to prohibit children who haven't had their shots from roaming the streets without collars and leashes.

The show's main production problem has been the search for animals that are trained to "play sick" as well as "play dead." Admits one producer: "We've got a marvelous script calling for a hamster that'll spit up on command, but Central Casting can't find one."

*Thursday, 9:00 P.M.*

## THE CRACKPOTS

Formerly a five-minute local feature entitled, "A Reply to a KVVV-TV Editorial," this show goes network for the new season and promises to present outstanding loonies in wild-eyed harangues for absurd causes.

Lead-off nut is Chairman *Zachary Flitcroft* of the Outer Space Alliance, who will rant for 30 minutes against milk pasteurization and similar Communist plots.

CBS has screened a big backlog of idiotic replies to local editorials in search of entertaining weirdos for the new show. Among those already booked are a senile anarchist who demands that the F.B.I. stop using laser beams to read his mind, an eccentric cattle rancher who wants every American to be forced to eat calves' liver, and a frenzied dentist who insists that William Buckley really speaks in a code which can only be deciphered by other reactionaries.

Producers say the whole thing will be played strictly for laughs, including the weekly on-the-air commitment of guests to institutions.

*Friday, 10 P.M.*





# ABC IS THE PLACE TO BE...

## ROOM 348

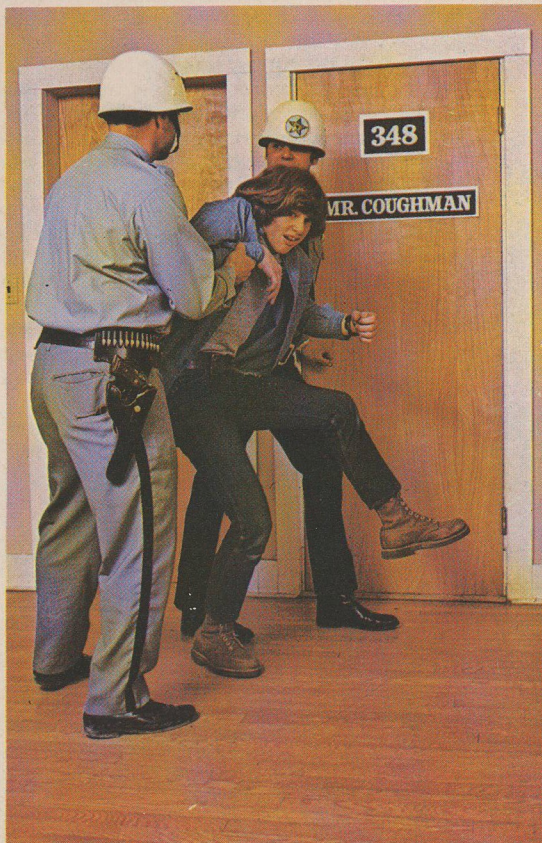
As we learn early in this new series, the title refers to the office of Student Guidance Counselor Werner Von Coughman (*Michael Constantinople*) at Totally Integrated High School. Plans call for Counselor Coughman to deal with the problems of a different T.I.H.S. student in each episode.

The series premiere features *Huntz Rotten* as a wayward sophomore who has been caught chewing gum in the girls' rest room. In a long, fatherly talk, Coughman counsels him never to do it again unless he wants to get every bone in his body broken.

Other scripts already completed depict Coughman wisely counseling various youngsters to stop stealing cars, mugging their classmates, coming to school drunk and playing strip poker in the back of the cafeteria.

Constantinople plays his lead role with such ruthless enthusiasm that critics already are considering him a likely Emmy Award nominee in the "Best Sadism by a Performer in a New Series" category.

*Tuesday, 9 P.M.*







## THE INDOOR SPORTSMAN

In an apparent effort to win praise from wild-life lovers, ABC has booked this new feature into its fall schedule. The program will present stars of show biz and sports engaging in whatever indoor pastimes they enjoy that are suitable for home viewing. Says Network Sports Director *Roone Garbage*: "We always assumed that TV would wait until rare species all became extinct before anybody thought much about replacing its animal slaughter entertainment shows. But recent surveys indicate that when you've seen one wart hog stalked by Phil Harris, you've seen them all."

Slated for early guest appearances on "The Indoor Sportsman" are *Frank Sinatra* trying to make six the hard way in Las Vegas, *Jackie Gleason* going after a new pizza consumption record in Miami Beach, *Hugh Hefner* fishing for bunnies in his Chicago office and *Charles Manson* playing solitaire on Death Row at San Quentin.

*Saturday, 4 P.M.*

## THE PEARTREE FAMILY

Shirley Offkey makes her comedy series debut as a happy-go-lucky bereaved widow with teen-age triplets and several dozen other children to support. Discovering that her late husband left her nothing but a snare drum and a 1947 International Harvester School bus, Shirley naturally decides to have the kids form a singing group so they can earn \$25,000 a week as headliners in Las Vegas.

From this solid premise, the rest

follows naturally. In a typical episode, the children get a Grammy for their hit recording of "Onward Christian Soldiers," Shirley gets a correspondence course in snare drumming, and the bus gets a valve job from a crooked mechanic in Fresno.

It all adds up to a fun-filled musical half-hour with the part of the triplets being played by the *Four Ink Spots*, and *Bubby Scrimshaw* trying hard to be cute in his portrayal of the youngest member of the clan.

*Friday, 8:30 P.M.*







## LONGSARGE

Though already being scorned by opposing networks as "just another gimmick detective show," this new ABC venture is really the drama packed story of a deaf Trappist monk who moonlights as a private investigator masquerading as a motorcycle freak.

Turning his hearing handicap into an asset, Brother Longsarge (*Fitzgerald O'Boystown*) is able to spout long winded passages of dialogue and

remain convinced that he is not breaking his monastic vow of silence since he can't hear himself talking.

Series plans call for Longsarge to utilize his deafness in some cleverly different way each week as he pursues his endless war on crime. A typical episode reaches its climax at police headquarters where the star lip-reads a notorious hoodlum's confession while arresting officers are engaging in horseplay and neglecting to pay attention.

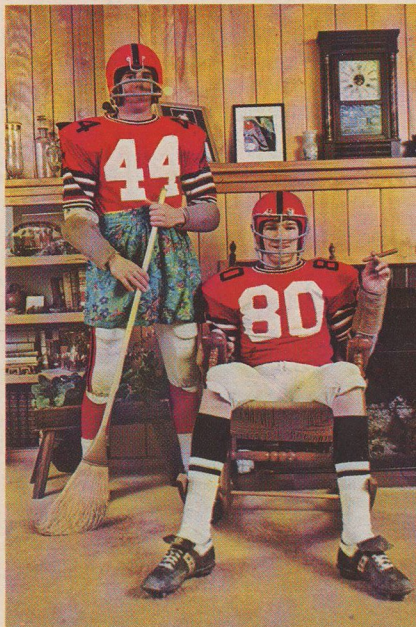
*Thursday, 9 P.M.*

## THE ODD GREEN BAY PACKERS

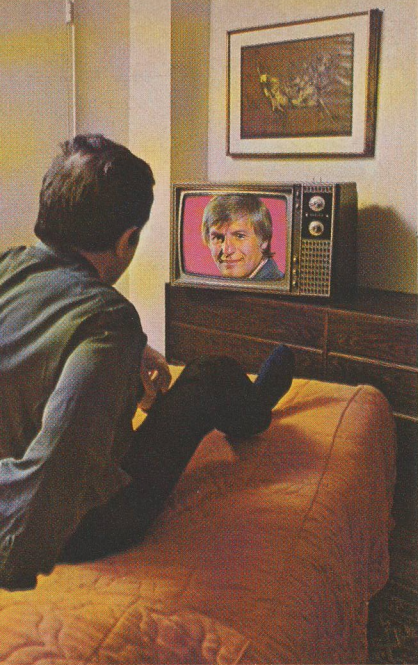
Can a slovenly place kicker and a fastidious defensive end learn to accept each other's idiosyncrasies when they're assigned to room together during a pro football team's road trips? This ingeniously stolen premise forms the backdrop for a hilarious personality clash between Bubba Watrous (*Tony Grumble*) and Yeckro Nzpreminian (*Jack Shrugman*) as the Packers stumble through a so-so season. Adding to the merriment is the fact that Watrous comes from a fictitious college called Georgia Tech, while Nzpreminian is a former Prague soccer star who neither speaks English nor understands the rules of football.

The show's chief problem thus far has been finding Czech writers capable of doing funny dialogue for Nzpreminian. The chief problem later on is expected to be finding viewers of any nationality who are willing to tune in the program.

*Wednesday, 9:30 P.M.*







## HOLIDAY INN

As the title implies, this newcomer is set in a motel room in Effingham, Ill., where Hardware Salesman Lionel Arnprior (*Jerry Van Dyke*) checks in weekly after a long drive from his firm's home office in Milwaukee.

What enables the show to differ from similar endeavors is the fact that Arnprior never gets involved in adventures with local townspeople. Instead, he immediately flicks on the motel TV to watch, along with the home audience, one of ABC's unsold pilot films.

ABC officials deny that the series was devised merely to help them get their investment back on old show ideas that bombed. As a spokesman explained it, "We've always felt that Jerry Van Dyke would be great as a hardware salesman stopping overnight in Effingham, Ill. So when this series format was presented to us, we naturally bought it."

The opening show features Jerry in bed viewing an unsold 1965 pilot entitled, "Nanny and the Tree Surgeon," which starred himself.

*Sunday, 8:30 P.M.*

## MONDAY NIGHT CROQUET

With audience polls indicating that sports fans get their fill of televised football over the week-end, ABC makes a daring switch this fall to the first prime time network airing of professional croquet.

Endangering the experiment's chances for success is the fact that the Wallenpau-pack, Pa., Buckhorns, are the only professional croquet team in the world. Hence, the upcoming season can't possibly include any actual league play. Instead, viewers will be called upon to sit through 14 weekly practice sessions, locker room pep talks and player interviews. Halftime shows will feature Hawley, Pa. High School Bagpipe Band as regulars.

With no play-by-play announcer needed due to the lack of scheduled matches, ABC hopes to build ratings by giving more time to the uproarious shenanigans of Strategy Analyst *Howard Goatsmell* and Color Man *Don Merrymaker*.

*Monday, 9 P.M.*





NBC is talking terms with BEN GAZZARA over plans to bring back Run For Your Life during the 1973-74 season. Chief stumbling block is that, according to the show's original concept, Gazzara succumbed to a rare fatal illness at least two years ago. . . . ABC will soon air a Made-for-TV Movie of the Week comprised entirely of rotten scenes cut out of all its earlier Movies of the Week. The hodge-podge will star VANESSA REDGRAVE, the late GABBY HAYES, about half of the CLARA WARD GOSPEL SINGERS and DAVID JANSSEN before he let his hair grow so his ears wouldn't seem to stick out so much. The network admits it's impossible to maintain the illusion that the disconnected mess has a plot, but hopes to solve this problem by claiming that the movie is a brilliantly symbolic Stanley Kubrick creation.

GLEN CAMPBELL and SONNY & CHER will make guest appearances on the Carol Burnett Show sometime this fall...SONNY & CHER and CAROL BURNETT will make guest appearances on the Glen Campbell Show sometime this winter. . . .Rumors continue that SONNY and CHER are on the verge of a break-up. If true, CBS hopes to arrange for GLEN CAMPBELL, CAROL BURNETT and CHER to make guest appearances on the Sonny Show sometime next spring. . . .Basketball Star WILT CHAMBERLAIN has been booked as a series regular on Mission: Impossible. His weekly assignment will be to plant electronic bugging devices in spots that are too high for GREG MORRIS to reach.

JAMES CAGNEY, CARY GRANT, KIRK DOUGLAS and FRANK GORSHIN will all turn up as guests on Gunsmoke episodes this fall. Cagney will portray a prohibition era mobster muscling in on the Old West. Grant will portray a dapper man-about-town on the make in the Old West. Douglas will portray a Viking seaman swashbuckling through the Old West. And Gorshin will portray James Cagney, Cary Grant and Kirk Douglas. . . . CBS, anticipating an early cancellation of the Efrem Zimbalist Comedy Hour, is rushing into production with a mid-season replacement, tentatively titled the New Efrem Zimbalist Comedy Hour. The net hopes to sign either BURL IVES or anybody except EFREM ZIMBALIST to star.

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## TV GUISE FALL PREVIEW is a satirical production of MAD MAGAZINE

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A heartfelt "Thanks, Gang!" to all the family, friends, visitors, total strangers and the intimidated who participated in this Preview.

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## See the difference Color TV makes...

With RGA Victim Color TV, nothing is left to the imagination anymore. Note how the blue costumes of the dancing girls hardly show up in black-and-white! Then note how, in Color, you see every detail, and there's no chance of ever imagining they *er - uh - hmmm!*

Well, there are other programs which are much better examples of what we mean. Take a prize fight, for instance. In black-and-white, it's pretty tame. But, in

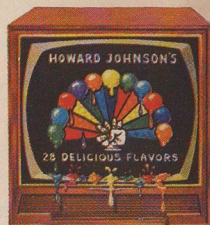
Color, you actually see every gashed eye - *er* - every stream of blood - *uh* - every ripped and torn - *ahem!*

How about an old movie? In Color, every scene is captured in the sharp contrast of the original black-and-white film - *ulp!*

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